PURPOSE OF RESERVE

1001752767

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39a	How often do you watch television?	308-310
39b	Which kinds of television programs do you like best?	311-313
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40	How often do you drink (coffee, tea, milk, etc.)?	317-320
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10017527766

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

Form #339 PMI Inc.

ROUTING SLIP

No. 1990

From: RND

Date 10/1

To: ~~[illegible]~~ Confidential

Please initial, date and forward

Origin: G. Weissman 9/18

Re: College Survey -

( ) Answer Direct
( ) Draft reply
( ) Discuss
( ) Note and return
( ) Approve and return
( ) Comment and return
( ) For your information
( ) Please see me
( ) Note and file

Remarks:

1001752756

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

HOW THE SURVEY
WAS CONDUCTED

1001752769

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

1001752760

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

PURPOSE OF THE SURVEY

The purpose of this survey was to study the smoking habits of undergraduates in "blue chip" or high-status colleges, with a special emphasis on their brand preferences in cigarettes, the extent to which they changed brands during college years, and what factors play a part in their selection of brands.

Students in high-status colleges were selected as respondents in this study for several reasons. They tend both to be style-setters in their community at present and constitute a probable source of leaders and style-setters in the future. In addition, they offer a group which tends to be less bound than the general population by established customs, because of both their age and their relative exposure to new ideas.

It was desired to explore these same areas among students at Negro colleges, for they are likely to be the style-setters of tomorrow in the important Negro cigarette market.

1001752768

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

hypothesis to offer based on the analysis of the statistics. Our hypothesis is that the way for a cigarette to appeal to college students is for it to be represented to them as a cigarette smoked by young executives and young matrons and career women. The basis for this hypothesis, and it is only a hypothesis not a conclusion, is the fact that we find the brand preferences that the college students ascribe to young executives are quite similar on the whole to the actual brand preferences that prevail on college campuses, much more similar than are the preferences that they ascribe to the star athlete. Among the women the preferences ascribed to both the young matron and the stenographer are almost identical to the actual brand preferences that exist among college women, while the preferences ascribed to the debutante bear no relation to actual brand preferences among college women.

This theory has some support from the social psychologists who have been noting an increased realism among college students, a career consciousness and a change in campus attitudes induced by the influx of G.I. students.

George Weissman

George Weissman

GW/dk
Att.

1001252759

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

A STUDY OF

COLLEGE STUDENTS' CIGARETTE SMOKING

HABITS AND ATTITUDES

VOLUME I

Prepared for

PHILIP MORRIS, INC.

May 1956

Copy No. 25

ELMO ROPER AND ASSOCIATES

1001752761

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28b	What brands have been passed out?	149-152
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1001752764

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QUESTIONNAIRES

1001752773

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

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1001752765

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10017527762

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11b	What don't you like about the advertising?	77-79
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13	Why do you smoke filter tips?	89-90
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16	Why do you smoke king size cigarettes?	98-99
17a,b	Do you ever like to smoke a regular-size cigarette? (If "yes") Under what circumstances?	100-101
18	Why do you prefer regular-size cigarettes?	102-103
19a,b	Do you ever like to smoke a king-size cigarette? (If "yes") Under what circumstances?	104-105
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23	Do you think they will improve the taste of filter-tip cigarettes in the next few years?	116-119
24a	Which draws easier--filter or non-filter cigarettes?	120-123
24b	Which is milder--filter or non-filter cigarettes?	124-127
24c	Which tastes better--filter or non-filter cigarettes?	128-131
25	Which does the best job of filtering--the tobacco itself or a built-in filter?	132-133
26	Which of these things would do most to increase sales of a brand over a period of time?	134-138
27	What types of people on campus should a manufacturer get to smoke his brand?	139-143

1001252263

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

PHILIP MORRIS INCORPORATED

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, N.Y. 17, N.Y.

To: Dr. R. N. DuPuis

Date: September 18, 1956

From: George Weissman

Subject: College Survey

Confidential

We are attaching a copy of the survey that Elmo Roper has done for us on the college market. This is by no means representative of the youth market nor even of the entire college market. It is regarded, however, as an important segment of the college market that in many cases sets styles or predicts in advance trends of the college, youth and, in many instances, the general markets.

Your attention is directed to the section entitled "A Brief Discussion".

The points that seem particularly interesting to us, some of which are covered in the "Discussion" section of the report, are as follows:

1. Evaluation of our Current College Program

The failure of our brands to achieve significantly better market shares in the colleges where we have made a special effort than in the colleges where we have not made a special effort indicates to us the need for a re-examination of our college program.

2. Trend to Filters

The qualitative findings of the survey constitute an additional indication of the explosive potential of filters.

(a) College students put greater stress on the non-health advantages of filter tip smoking than the general public does. "Not having tobacco in your mouth, mildness", etc., are among the leading causes for smoking filters, indicating that with the development of good tasting and easy drawing filters, they have won their way into the market place without the artificial stimulus of the health scare.

(b) It seems significant that filter tips have a better share of the college market, which by the nature of the human animal at that age is not a health conscious market, than they have in the adult market.

(c) There are several indications that the college students do not accept the king size rationale that tobacco is its own best filter.

(1) Direct questioning on this point reveals a very low belief in the idea that tobacco is its own best filter, even among king size unfiltered smokers.

(More)

1001252757

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

be considered a representative cross section of Negro colleges. As in the other part of the sample, an equal number of male and female interviews were assigned in order to make possible comparison between male and female smokers in these Negro colleges. Since data were not available on the frequency of male and female students in these colleges, in the tabulations the male interviews have not been weighted as they were in the other part of the sample.

A total of 599 interviews were made in Negro colleges--298 with males and 301 with females. In the high-status, non-Negro institutions, a total of 3,051 interviews were made--1,515 with females and 1,536 with males. As stated previously, the white male interviews in the tabulations were reproduced to give each interview double weight. All interviews were made between the dates of April 30th and May 9th, 1956.

Three forms of the questionnaire were used, but these forms were identical for all questions except Questions 25, 30 and 31. Interviewers were instructed to alternate forms in successive interviews, and every third interviewer was asked to start her interviews with a different form.

1001752772

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

West North Central
- University of Minnesota
- Washington University
- St. Louis University
- University of Kansas
- University of Nebraska
- Coe College
- University of Kansas City
- William Jewel
- South Dakota College of Agriculture & Mechanical Arts

South Atlantic
- Agnes Scott
- Wilson Teachers College
- Washington Missionary
- Trinity (Washington, D. C.)
- John Stetson
- Clemson
- Women's College of N. C.
- John Hopkins

South Central
- University of Tennessee
- Southern Methodist
- University of Tulsa
- University of Louisville
- Tulane
- Sophie Newcomb
- University of Oklahoma

Mountain
- University of Colorado

Pacific
- Whittier
- UCLA
- Occidental
- College of the Pacific
- Stanford
- University of California at Berkeley
- University of Washington

Negro Colleges
- Fisk
- Howard
- Atlanta University
  - (Spelman College)
  - (Morehouse College)
- Virginia State College
- North Carolina Agr. & Tech. College
- Xavier
- Dillard University

The interviews were distributed in different parts of the country, proportionate to the over-all regional distribution of students, as they were found to exist in the original random selection of institutions. Interviews were assigned to the individual institutions, taking into account the student population in different size institutions.

In order to make comparison between male and female students, the interviews were divided equally between men and women. However, there are roughly twice as many male as female undergraduates attending the high-status institutions. Therefore, in the final tabulations, male students were weighted at a two-to-one ratio in order to make the total figures for all college students reflective of the total student population.

As previously mentioned, we wished to get an additional sample of students in Negro colleges. Since the basis for the selection of the high-status colleges in most cases excluded Negro colleges, and since we wished to use Negro interviewers in these colleges, the Negro sample was constructed from a selection of colleges near which our Negro interviewers were located. The Negro sample therefore cannot

10017752771

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HOW THE SURVEY WAS CONDUCTED

As explained in the Purpose, we wished to interview students in what we term high-status or "blue chip" colleges. We wanted to get good representation of the various types of colleges which might be found in this group, both as to size and to geographic distribution. In constructing the sample of colleges where interviewing was to be done for this study, we therefore made use of the sample constructed for a previous study which consisted of a representative cross section of all types of colleges in all parts of the country. Inasmuch as we wished to interview only undergraduates, we excluded from our sample the professional schools. In addition, junior colleges and non-accredited institutions were also excluded.

The original list of colleges had been drawn up from the total of 904 listed in American Universities and Colleges, 1952, of which 165 had been selected at random. Criteria used for determining which of the 165 were high-status colleges were: 1) Annual expenditure per student; 2) the number of books in the school library per student; and 3) the proportion of Ph.D.'s on the faculty to the number of the total faculty. Using these criteria, we took the top half of the institutions, in the original random selection of 165 colleges. In cases where the colleges drawn were located in places quite distant from where we had interviewers, we substituted colleges and universities meeting the same criteria. The list of colleges in the sample as finally constituted was as follows:

New England	Middle Atlantic	East North Central
Pembroke	Beaver	Kalamazoo University
Brown	Swarthmore	Lawrence College
Wheaton	Barnard	Antioch
Radcliffe	Carnegie Tech	Ohio Wesleyan
Mount Holyoke	Franklin & Marshall	University of Chicago
Harvard	Columbia	Notre Dame
Yale	Syracuse	University of Cincinnati
	New York University	Western Reserve
	University of Pennsylvania	Wayne
		Northwestern
		Ohio State
		University of Detroit

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Volume 1

A STUDY OF COLLEGE STUDENTS' CIGARETTE SMOKING HABITS AND ATTITUDES

MAY 1956

1001752755

ELMO ROPER AND ASSOCIATES

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

(2) Smokers of unfiltered cigarettes appear to make their choice between regular and king size on the basis of length rather than on any basis of choosing between flavor and protection. The regular and the king size smokers criticize filters for about the same reasons. Regular and king size smokers both agree that filtered cigarettes are milder than unfiltered cigarettes, and regular smokers feel this to about the same degree as do the king size cigarette smokers.

3. Problems of the Filters

Taste continues to be the major problem for the filters. An interesting 67% of the people who responded to the question, "Do you expect the taste of filter tip cigarettes to improve?", said "Yes" they did expect the taste to improve.

Draw is the number two problem for filter cigarettes, and it is interesting that among smokers of unfiltered cigarettes, there is more criticism of the filters being hard to draw by those who have recently tried a filter tip cigarette than by those who have not recently tried a filter tip cigarette.

4. The Problem of the Philip Morris Brand

While previous work has indicated that Philip Morris has somewhat more of a reputation for having a bad or peculiar taste than its major unfiltered competitors, the college survey brings out rather strong criticism of Philip Morris on this account, 26% of the smokers surveyed attributing bad or odd taste to the brand.

5. Smoking Ages

The survey indicates a good number of the students started smoking prior to college, 36% started by age 16 and 81% by age 17 or 18. In a way there is a relationship with drinking habits in college as reported in the Yale University study of "Drinking in College" which noted that 79% of the men who drank and 65% of the women reported drinking before entering college. This, of course, raises the policy consideration of where to begin promotional efforts.

1001252258

6. The Economics of Cigarettes

Sixteen per cent of the students who never smoked gave "too expensive" as a reason. Seventeen per cent who gave it up gave this as a reason. An even larger percentage suggested reduction in price. Again, this brings to mind the possibility of a less expensive unit of sale if such a unit can be controlled and strictly confined to the college market.

7. How to Appeal to the College Market

Certainly in many ways this is to be regarded as a bench mark survey whose ultimate value will increase with later surveys. Yet we do have one

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

Job No. 896 April, 1956 Number ..... Place ..... A

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased 10–1
Same 3
Decreased 2
Don't know 4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes ..... 11–1 (Skip to 4)
No ..... 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes ..... 11–3 (Skip to 3)
No ..... 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12– } (Skip to 35)
13– }

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago 14–1
1 up to 2 years ago 2
2 up to 4 years ago 3
4 or more years ago 4
Don't know 5

3b. What was the last brand of cigarettes you smoked regularly?

Camel 15–1
Cavalier 2
Chesterfield (R) 3
Chesterfield (K) 4
Herbert Tareyton (R) 5
Herbert Tareyton (K) 6
Herbert Tareyton (F) 7
Kent 8
Kool (R) 9
Kool (K) 0
L & M X
Lucky Strike ..... Y
Marlboro 16–1
Old Gold (R) 2
Old Gold (K) 3
Old Gold (F) 4
Pall Mall 5
Parliament 6
Philip Morris (R) 7
Philip Morris (K) 8
Raleigh (R) 9
Raleigh (K) 0
Regent (R) 17–1
Regent (K) 2
Regent (F)) 3
Spud 4
Viceroy 5
Winston 6
Other regular 7
Other king 8
Other filter 9
Roll your own 0
No regular brand X
Don't know ..... Y

c. Why did you stop smoking cigarettes (so much)?

18– } (Skip to 35)
19– }
Don't know 19–Y

4. How old were you when you started to smoke cigarettes?

Under 13 20–1
13 or 14 2
15 or 16 3
17 or 18 4
19 or 20 5
21 or over 6
Don't know 7

1001252774

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes advertising	11a. Dislikes advertising
Camel (R)	21–1	24–1	27–1	30–1	33–1	36–1	39–1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4		
Herbert Tareyton (R)	5	5	5	5	5	5	5
Herbert Tareyton (K)	6	6	6	6	6		
Herbert Tareyton (F)	7	7	7	7	7		
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0		
L & M (F–R)	X	X	X	X	X	X	X
L & M (F–K)	Y	Y	Y	Y	Y		
Lucky Strike (R)	22–1	25–1	28–1	31–1	34–1	37–1	40–1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3	3	3
Old Gold (K)	4	4	4	4	4		
Old Gold (F)	5	5	5	5	5		
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9		
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X		
Regent (R)	23–1	26–1	29–1	32–1	35–1	38–1	41–1
Regent (K)	2	2	2	2	2		
Regent (F)	3	3	3	3	3		
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0 (Skip to 6)	0 (Skip to 10)	0 (Skip to 8)	XXXX	XXXX (Skip to 10)	XXXX	XXXX
None or don't know	X (Skip to 6)	X (Skip to 10)	X (Skip to 8)	X	X (Skip to 10)	X	X (Skip to 12)

5b. How did you happen to start smoking (first brand—5a)?

42–

43–

Don't know 43–Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

1001752725

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1001752798

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton	15–1	(Ask b)
Kent	2	
L & M	3	
Marlboro	4	
Old Gold	5	
Parliament	6	
Regent	7	
Viceroy	8	
Vogue	9	
Winston	0	
Other	X	
None or don't know	Y	(Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

16–

17– (Skip to 24)

Don't know 17–Y

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

10–

11–

Don't know 11–Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14– (Skip to 20)

Don't know 14–Y

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

10–

11–

Don't know 11–Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes	15–1	(Ask b)
No	2	(Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton	16–1	Regent	16–7
Kent	2	Viceroy	8
L & M	3	Vogue	9
Marlboro	4	Winston	0
Old Gold	5	Other	X
Parliament	6	None or don't know	Y

21. What don't you like about filter tip cigarettes?

17–

18–

Don't know 18–Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes	19–1	(Ask b)
No	2	(Skip to 23)
Don't know	3	

b. Under what circumstances do you like to smoke them?

20–

21–

Don't know 21–Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve	22–1
Won't be able to improve taste	2
Don't know	3

1001752777

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes advertising	11a. Dislikes advertising
Camel (R)	21–1	24–1	27–1	30–1	33–1	36–1	39–1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4		
Herbert Tareyton (R)	5	5	5	5	5	5	5
Herbert Tareyton (K)	6	6	6	6	6		
Herbert Tareyton (F)	7	7	7	7	7		
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0		
L & M (F–R)	X	X	X	X	X	X	X
L & M (F–K)	Y	Y	Y	Y	Y		
Lucky Strike (R)	22–1	25–1	28–1	31–1	34–1	37–1	40–1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3	3	3
Old Gold (K)	4	4	4	4	4		
Old Gold (F)	5	5	5	5	5		
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9		
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X		
Regent (R)	23–1	26–1	29–1	32–1	35–1	38–1	41–1
Regent (K)	2	2	2	2	2		
Regent (F)	3	3	3	3	3		
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0 (Skip	0 (Skip	0 (Skip	XXXX	XXXX (Skip	XXXX	XXXX
None or don't know	X to 6)	X to 10)	X to 8)	X	X to 10)	X	X (Skip to 12)

5b. How did you happen to start smoking (first brand—5a)?

42–

43–

Don't know 43–Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

1001752783

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton	15–1	(Ask b)
Kent	2	
L & M	3	
Marlboro	4	
Old Gold	5	
Parliament	6	
Regent	7	
Viceroy	8	
Vogue	9	
Winston	0	
Other	X	
None or don't know	Y	(Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

16–

17–

(Skip to 24)

Don't know ____ 17–Y

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

10–

11–

Don't know ____ 11–Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14–

(Skip to 20)

Don't know ____ 14–Y

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

10–

11–

Don't know ____ 11–Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know ____ 14–Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes	15–1	(Ask b)
No	2	(Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton	16–1	Regent	16–7
Kent	2	Viceroy	8
L & M	3	Vogue	9
Marlboro	4	Winston	0
Old Gold	5	Other	X
Parliament	6	None or don't know	Y

21. What don't you like about filter tip cigarettes?

17–

18–

Don't know ____ 18–Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes	19–1	(Ask b)
No	2	(Skip to 23)
Don't know	3	

b. Under what circumstances do you like to smoke them?

20–

21–

Don't know ____ 21–Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve	22–1	
Won't be able to improve taste	2	
Don't know	3	

1001752785

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often? **(RECORD AT LEFT IN COLUMN 6a)**

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months	45–1	2 up to 3 years	5
3–6 months	2	3 up to 4 years	6
6–12 months	3	4 years or more	7
1 up to 2 years	4	Don't know	8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? **(RECORD AT LEFT IN COLUMN 7a)**

b. **(IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a)** How did you happen to leave (old brand—7a) and change to (present brand—6a)?

46–

47–

Don't know 47–Y

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? **(DOUBLE RECORD)**

Father	48–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? **(RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY)**

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. **(If "yes")** What was the last brand you tried at least a pack of? **(RECORD AT LEFT IN COLUMN 9a)**

b. Why didn't you change permanently to (brand tried last–9a)?

49–

50–

Don't know 50–Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? **(RECORD AT LEFT IN COLUMN 10)**

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? **(RECORD AT LEFT IN COLUMN 11a)**

b. What don't you like about the advertising?

51–

52–

Don't know 52–Y

12a. About how many cigarettes a day do you usually smoke?

6 or less	53–1	36–45	53–5
7–15	2	46–55	6
16–25	3	56 or more	7
26–35	4	Don't know	8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many	53–9
All right	0
Don't know	X

IF SMOKES FILTER TIPS (F) IN 6a, CONTINUE.
IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.
IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.
IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10–

11–

Don't know 11–Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 15)
Don't know	3	(Skip to 15)

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

10012527276

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

Job No. 896 April, 1956 Number Place C

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased	10–1	Same	3
Decreased	2	Don't know	4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes 11–1 (Skip to 4)

No 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes 11–3 (Skip to 3)

No 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12–

13– (Skip to 35)

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago 14–1

1 up to 2 years ago 2

2 up to 4 years ago 3

4 or more years ago 4

Don't know 5

3b. What was the last brand of cigarettes you smoked regularly?

Camel 15–1
Cavalier 2
Chesterfield (R) 3
Chesterfield (K) 4
Herbert Tareyton (R) 5
Herbert Tareyton (K) 6
Herbert Tareyton (F) 7
Kent 8
Kool (R) 9
Kool (K) 0
L & M X
Lucky Strike Y
Marlboro 16–1
Old Gold (R) 2
Old Gold (K) 3
Old Gold (F) 4
Pall Mall 5
Parliament 6
Philip Morris (R) 7
Philip Morris (K) 8
Raleigh (R) 9
Raleigh (K) 0
Regent (R) 17–1
Regent (K) 2
Regent (F)) 3
Spud 4
Viceroy 5
Winston 6
Other regular 7
Other king 8
Other filter 9
Roll your own 0
No regular brand X
Don't know Y

c. Why did you stop smoking cigarettes (so much)?

18–

19– (Skip to 35)

Don't know 19–Y

4. How old were you when you started to smoke cigarettes? Regularly

Under 13 20–1
13 or 14 2
15 or 16 3
17 or 18 4
19 or 20 5
21 or over 6
Don't know 7

1001252290

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often? **(RECORD AT LEFT IN COLUMN 6a)**

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months	45–1	2 up to 3 years	5
3–6 months	2	3 up to 4 years	6
6–12 months	3	4 years or more	7
1 up to 2 years	4	Don't know	8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? **(RECORD AT LEFT IN COLUMN 7a)**

b. **(IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a)** How did you happen to leave (old brand—7a) and change to (present brand—6a)?

46–

47–

Don't know 47–Y

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? **(DOUBLE RECORD)**

Father	48–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? **(RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY)**

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of? **(RECORD AT LEFT IN COLUMN 9a)**

b. Why didn't you change permanently to (brand tried last–9a)?

49–

50–

Don't know 50–Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? **(RECORD AT LEFT IN COLUMN 10)**

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? **(RECORD AT LEFT IN COLUMN 11a)**

b. What don't you like about the advertising?

51–

52–

Don't know 52–Y

12a. About how many cigarettes a day do you usually smoke?

6 or less	53–1	36–45	53–5
7–15	2	46–55	6
16–25	3	56 or more	7
26–35	4	Don't know	8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many	53–9
All right	0
Don't know	X

IF SMOKES FILTER TIPS (F) IN 6a, CONTINUE.

IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.

IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.

IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10–

11–

Don't know 11–Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 15)
Don't know	3	(Skip to 15)

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

10017527284

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

X

The Indicated Trend to Filter-tips

Not only are college students smoking filter-tips to a greater extent than is the general public, but they have been moving steadily in the direction of filter-tip smoking. A comparison of the extent to which college students now smoke filter-tips with the extent to which their previous brand was a filter-tip brand, and the extent to which the brand they started on was a filter-tip brand clearly reveals this movement toward filter-tips among the college group.

	Total	Male	Female
Per cent now smoking filter-tips	39	30	60
Per cent whose previous brand was a filter-tip	22	14	39
Per cent who started on a filter-tip brand	16	9	32

A comparison of the male and female percentages above provides a degree of confirmation for the statement that female college students are even further ahead of the general public than are college students as a whole.

Certain other data indicate that this trend to filter-tips, even among college students, has not reached its zenith:

Non-filter-tip smokers in college are critical of the lack of taste in filter-tips, but 57 per cent expect the taste to improve.

73 per cent of the non-filter-tip smokers in college have tried filter-tip cigarettes in the last year.

25 per cent of the non-filter-tip smokers said there are times (other than when they were "bumming" them) when they prefer to smoke filter-tips.

There would seem no prospect of immediate abatement in the trend toward filter-tips if these trends among college students continue to be predictive, as they appear to have been in the recent past.

1001752802

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

Fewer college students smoke Camels than the 18-24-year old group as a whole.

More college students smoke Pall Malls than does the entire 18-24 age group as a whole.

Similarly, fewer college students smoke regular-size, non-filter-tip cigarettes than 18-24-year-olds.

Hence, it would appear that, for whatever reasons, college students are well ahead of the general public in their smoking habits. As we said, these data do not, of course, indicate whether college students are actually making the trend to filter-tips, or whether they have merely been quick to recognize and to popularize this trend. But either way, it would seem they were a particularly important group from the point of view of discerning trends. In addition, if they can be effectively reached and influenced, they might also be valuable in retarding what Philip Morris regards as unfavorable trends, or in further advancing what they regard as favorable trends.

It may be remembered that previous studies have indicated that despite the fact that fewer women than men smoke, and despite the fact that female smokers smoke less per capita than male smokers, women have shown some evidence of being leaders in cigarette trends.

In the early days, filter-tips were more popular with women than with men. The trend since that time has been to filter-tips.

Camels have been more popular with men than with women. The trend has been away from Camels.

Pall Malls have been more popular with women than men. Pall Malls have (in recent years) been on the increase.

The data in this study would indicate that while college students as a group are ahead of the trend among the general public in smoking habits, female college students are even further ahead of the general public.

1001752801

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

Job No. 896 April, 1956 Number ..... Place ..... B

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased	10–1	Same	3
Decreased	2	Don't know	4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes ..... 11–1 (Skip to 4)

No ..... 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes ..... 11–3 (Skip to 3)

No ..... 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12– (Skip to 35)

13–

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago 14–1

1 up to 2 years ago 2

2 up to 4 years ago 3

4 or more years ago 4

Don't know 5

3b. What was the last brand of cigarettes you smoked regularly?

Camel 15–1
Cavalier 2

Chesterfield (R) 3
Chesterfield (K) 4

Herbert Tareyton (R) 5
Herbert Tareyton (K) 6
Herbert Tareyton (F) 7

Kent 8

Kool (R) 9

Kool (K) 0

L & M X

Lucky Strike ..... Y

Marlboro 16–1

Old Gold (R) 2
Old Gold (K) 3
Old Gold (F) 4

Pall Mall 5

Parliament 6

Philip Morris (R) 7
Philip Morris (K) 8

Raleigh (R) 9
Raleigh (K) 0

Regent (R) 17–1
Regent (K) 2
Regent (F)) 3

Spud 4
Viceroy 5
Winston 6

Other regular 7
Other king 8
Other filter 9

Roll your own 0
No regular brand X
Don't know ..... Y

c. Why did you stop smoking cigarettes (so much)?

18– (Skip to 35)

19–

Don't know 19–Y

4. How old were you when you started to smoke cigarettes?

Under 13 20–1
13 or 14 2
15 or 16 3
17 or 18 4
19 or 20 5
21 or over 6
Don't know 7

10012522782

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	62–1	Less often	4
Several times a week	2	Not at all	5
About once a week	3		

(Ask b) (Skip to 39)

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? **(HAND RESPONDENT GREEN CARD)**

	28b. Radio	39b. TV
Weather reports	63–1	65–1
Classical music	2	2
Straight comedy programs	3	3
Variety programs	4	4
News broadcasts	5	5
Old familiar music	6	6
Popular and dance music	7	7
Quiz programs	8	8
Sports events	9	9
Serial dramas	0	0
Serious plays	X	X
Light plays	Y	Y
Discussions of public issues	64–1	66–1
Religious programs	2	2
Movies	XXXX	3
Documentaries	4	4
None	5	5
Don't know	6	6

c. At what hours do you usually listen to the radio?

Morning		Afternoon		Evening	
Before 8	67–1	12 - 1	68–1	6 - 7	68–7
8 - 9	2	1 - 2	2	7 - 8	8
9 - 10	3	2 - 3	3	8 - 9	9
10 - 11	4	3 - 4	4	9 - 10	0
11 - 12	5	4 - 5	5	After 10	X
		5 - 6	6		

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	69–1	Less often	4
Several times a week	2	Not at all	5
About once a week	3		

(Ask b) (Skip to 40)

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? **(RECORD ABOVE)**

39c. At what hours do you usually watch television?

Morning		Afternoon		Evening	
Before 8	69–6	12 - 1	70–1	6 - 7	70–7
8 - 9	7	1 - 2	2	7 - 8	8
9 - 10	8	2 - 3	3	8 - 9	9
10 - 11	9	3 - 4	4	9 - 10	0
11 - 12	0	4 - 5	5	After 10	X
		5 - 6	6		

40. Now this is all except for a couple of questions on beverages —Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	a. Coffee	b. Tea	c. Milk	d. Highball or cocktail	e. Beer
Several times daily	71–1	72–1	73–1	74–1	75–1
Once a day	2	2	2	2	2
Several times a week	3	3	3	3	3
Once a week	4	4	4	4	4
Less often	5	5	5	5	5
Never	6	6	6	6	6
Don't know	7	7	7	7	7

FACTUAL

Sex:

Male	76–1
Female	2

Age:

Under 16	76–3
16	4
17	5
18	6
19	7
20	8
21	9
22-24	0
25 or over	X

Location of student's home:

New England	78–1
Middle Atlantic	2
East North Central	3
West North Central	4
South Atlantic	5
East South Central	6
West South Central	7
Mountain or Pacific	8

Class:

Freshman	77–1
Sophomore	2
Junior	3
Senior	4

Where Live:

Dormitory	77–5
Fraternity or Sorority	6
Own home	7
Other	8
Belongs to Sorority or Fraternity	77–9
Not a member	0

Marital Status:

Married	77–X
Not married	Y

Size of Place where student lives:

Over 1,000,000	79–1
500,000 - 1,000,000	2
100,000 - 500,000	3
25,000 - 100,000	4
2,500 - 25,000	5
Under 2,500 or rural	6

Interviewer's Initials .....

Respondent No. .....

10017527781

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a. Easier	b. Milder	c. Tastes better
Filter	23–1	23–5	23–9
Non-filter	2	6	0
No difference (vol.)	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? **(RECORD ABOVE)**

c. Which do you think tastes better—filter or non-filter cigarettes? **(RECORD ABOVE)**

25. All things considered, which do you think does the best job of filtering—the tobacco itself or a built-in filter?

Tobacco itself	24–1
Built-in filter	2
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? **(HAND RESPONDENT WHITE CARD)**

Advertise on college radio	25–1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26–

27–

Don't know 27–Y

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes	28–1 (Ask b)
No	2 (Skip to 29)
Don't know	3 (Skip to 29)

b. What brands do you know of that have been passed out?

	b. Brands passed out	c. Respondent given	d. Donor sold	d. No impression	d. Donor not sold (vol.)
Camel	29–1	31–1	33–1	2	3
Cavalier	2	2	33–4	5	6
Chesterfield	3	3	33–7	8	9
Herbert Tareyton	4	4	33–0	X	Y
Kent	5	5	34–1	2	3
Kool	6	6	34–4	5	6
L & M	7	7	34–7	8	9
Lucky Strike	8	8	34–0	X	Y
Marlboro	9	9	35–1	2	3
Old Gold	30–1	32–1	35–4	5	6
Pall Mall	2	2	35–7	8	9
Parliament	3	3	35–0	X	Y
Philip Morris	4	4	36–1	2	3
Viceroy	5	5	36–4	5	6
Vogue	6	6	36–7	8	9
Winston	7	7	36–0	X	Y
Other	8	8			
Don't know	9	9			

c. **(ASK FOR EACH BRAND CHECKED IN b)** Were you given (brand) to try? **(RECORD ABOVE)**

d. **(ASK FOR EACH BRAND CHECKED IN c)** Now how about the person who was giving out the (brand given) —did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? **(RECORD ABOVE)**

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

37–

Don't know 37–Y

1001252778

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

1001752809

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

	Students who had received sample of brand	Brand's share of college market
	%	%
Winston	54	10
Chesterfield	41	13
Lucky Strike	24	15
Old Gold	23	2+
Viceroy	21	10
Cavalier	18	1/3
Pall Mall	16	21
Philip Morris	10	4
Marlboro	5	7

Thus while Winston's rapid growth and Luckies' and Chesterfield's strong position in the college market might be attributed to heavy sampling, the fact that Pall Mall, first in share of market, has a relatively low sampling rate, that Marlboro is doing relatively well against Winston in the college market in spite of a much lower sampling rate, and that Cavalier's share of the college market is negligible in spite of substantial sampling indicates that sampling cannot alone set the style. Perhaps the fact that the college representatives seem to be distributors rather than either good or poor salesmen may help to account for this discrepancy. When asked whether they felt that the person giving out the brand was really "sold" on the brand, a heavy majority in the case of all brands had no impression one way or the other on the representative's convictions about his brand.

Nor does there seem to be any clear-cut picture about the presence or lack of presence of any particular type of promotional activity on the individual campus.

1001752806

On those campuses where there was a Philip Morris

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

Negro Colleges

To this point, we have based our analysis on those interviews made in predominantly (if not entirely) white colleges. Furthermore, they were based on interviews only at the more or less "blue chip" colleges, and hence may not be reflective of the entire college population.

The interviews at Negro colleges, however, show essentially the same pattern as the interviews at the predominantly white, "blue chip" colleges. They show the same predictive style-setting qualities among Negro college students as exist among white college students. If anything, however, the Negro college students are even further in advance of the rest of the Negro population than white college students are in advance of the rest of the white population. The Negro college interviews show the same strong trend toward filter-tip smoking. As might be expected, there are certain differences in brands smoked, but the same general pattern obtains. In those colleges in which we interviewed (which are not necessarily representative of all Negro colleges), Viceroy is the most popular brand, with 25 per cent of the smokers smoking it; and Philip Morris, though it has declined among this group, is still a strong second, with 19 per cent smoking it.

1001752803

Certain Interesting Brands

Pall Mall

There is evidence in this study that Pall Mall's continued growth may be relatively short-lived. In all the studies we have conducted, we have shown Pall Mall on the increase, and we have shown Pall Mall to have particular strength among women. This college study shows Pall Mall to be regarded as a woman's brand, as it has always been regarded, and shows it to be on the increase with Negro students and with white male students. However, with white female students it appears to have reached a plateau. Twenty per cent of the college women report that their present brand is Pall Mall; 20 per cent report that their previous brand was Pall Mall. Furthermore, while the brand is still regarded as a woman's

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a. Easier	b. Milder	c. Tastes better
Filter	23–1	23–5	23–9
Non-filter	2	6	0
No difference (vol).	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? **(RECORD ABOVE)**

c. Which do you think tastes better—filter or non-filter cigarettes? **(RECORD ABOVE)**

25. All things considered, which do you think does the best job of filtering—the tobacco itself or a built-in filter?

Tobacco itself	24–1
Built-in filter	2
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? **(HAND RESPONDENT WHITE CARD)**

Advertise on college radio	25–1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26–

27–

Don't know 27–Y

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes	28–1	(Ask b)
No	2	(Skip to 29)
Don't know	3	

b. What brands do you know of that have been passed out?

	b. Brands passed out	c. Respondent given	d. Donor sold	d. No impression	d. Donor not sold (vol.)
Camel	29–1	31–1	33–1	2	3
Cavalier	2	2	33–4	5	6
Chesterfield	3	3	33–7	8	9
Herbert Tareyton	4	4	33–0	X	Y
Kent	5	5	34–1	2	3
Kool	6	6	34–4	5	6
L & M	7	7	34–7	8	9
Lucky Strike	8	8	34–0	X	Y
Marlboro	9	9	35–1	2	3
Old Gold	30–1	32–1	35–4	5	6
Pall Mall	2	2	35–7	8	9
Parliament	3	3	35–0	X	Y
Philip Morris	4	4	36–1	2	3
Viceroy	5	5	36–4	5	6
Vogue	6	6	36–7	8	9
Winston	7	7	36–0	X	Y
Other	8	8			
Don't know	9	9			

c. **(ASK FOR EACH BRAND CHECKED IN b)** Were you given (brand) to try? **(RECORD ABOVE)**

d. **(ASK FOR EACH BRAND CHECKED IN c)** Now how about the person who was giving out the (brand given) —did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? **(RECORD ABOVE)**

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

37–

Don't know 37–Y

10012522289

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

cigarette, it is smoked by--if anything--a slightly higher percentage of male, white college students (21 per cent). While some women college students are still switching to Pall Mall, just as many are leaving it for filter-tips. Hence, Pall Mall shows no growth among white women college students.

Lucky Strike and Chesterfield

Early in this discussion, we said that on nearly every indicator, college students ran ahead of the trend among the general public. There are two exceptions to this statement. While there has been a decline in smoking both Luckies and Chesterfields among the general public, the study does not show these two brands to be less popular with college students than with the general public. Whereas 13 per cent of the general public in our recently delivered study smoke Lucky Strike, 15 per cent of the students in white colleges smoke Lucky Strike. Whereas 12 per cent of the general public smoke Chesterfield, 13 per cent of the white college students smoke Chesterfield. These facts might at first seem to cast doubt on the generalization that college students run ahead of the general public in smoking trends. However, these are the only two cases where college students do not run ahead. Furthermore, college students do give evidence of having left both brands in considerable numbers, and in addition there appear to be reasons why the downward trend of these two brands has been retarded in colleges. When college students were asked who had the best advertising among the various cigarette brands, Lucky Strike was named first, Chesterfield was named second. When college students were asked what brands they remembered receiving samples of, Chesterfield was named second, Lucky Strike was named third. Whether due to advertising, to sampling, or to other kinds of promotion, it would appear that extensive and apparently effective promotion in total for these two brands had helped retard their downward trends.

1001752804

Winston

Winston gives evidence of having achieved success in the college market with its same basic general consumer approach: Strong emphasis on taste, and heavy

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

promotion. In the white colleges, Winston has risen to a tie position for the leading filter-tip brand, which makes it tied for fourth place among all brands.

Marlboro

Marlboro's showing, while not as strong as Winston's, is impressive--particularly in the white colleges. Its sales position in relation to Winston's is stronger than it is among the general public. As against 10 per cent who smoke Winston, 7 per cent smoke Marlboros. Furthermore, among filter-tip brands, Marlboro rates second only to Winston for taste. As it has in other studies, it shows strong appeal in the college market because of its package as well as its taste.

The Effects of Promotional Activities

As a generalization, it would seem that the strongest single influence on the choice of the college student's brand is what the people around him smoke, and contemporaries give more evidence of having influence than such people as faculty members or outside-the-campus personalities. Roommates, sorority sisters, etc., would seem to have a greater effect on a college student's choice of brands than would other persons. But from a practical point of view, this may only be illustrative of the cliche that "Nothing succeeds like success."

When these college students were asked what promotion methods they felt would be most apt to secure smokers for a brand, sampling was singled out. Sixty-nine per cent chose giving out free packs of cigarettes as contrasted to 29 per cent who chose advertising in the college newspaper, and only 6 per cent who chose "get some key students to start using the brand." In view of this and the importance, mentioned above, of having the cigarette in evidence among one's friends, sampling would seem to be a desirable method of promotion.

But a comparison of the share of market a cigarette enjoys with the amount of sampling done indicates rather spotty success for this method.

1001252805

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	62–1	Less often	4 (Skip to 39)
Several times a week	2 (Ask b)	Not at all	5 (Skip to 39)
About once a week	3		

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? **(HAND RESPONDENT GREEN CARD)**

	28b. Radio	39b. TV
Weather reports	63–1	65–1
Classical music	2	2
Straight comedy programs	3	3
Variety programs	4	4
News broadcasts	5	5
Old familiar music	6	6
Popular and dance music	7	7
Quiz programs	8	8
Sports events	9	9
Serial dramas	0	0
Serious plays	X	X
Light plays	Y	Y
Discussions of public issues	64–1	66–1
Religious programs	2	2
Movies	XXXX	3
Documentaries	4	4
None	5	5
Don't know	6	6

c. At what hours do you usually listen to the radio?

Morning		Afternoon		Evening	
Before 8	67–1	12 - 1	68–1	6 - 7	68–7
8 - 9	2	1 - 2	2	7 - 8	8
9 - 10	3	2 - 3	3	8 - 9	9
10 - 11	4	3 - 4	4	9 - 10	0
11 - 12	5	4 - 5	5	After 10	X
		5 - 6	6		

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	69–1	Less often	4 (Skip to 40)
Several times a week	2 (Ask b)	Not at all	5 (Skip to 40)
About once a week	3		

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? **(RECORD ABOVE)**

39c. At what hours do you usually watch television?

Morning		Afternoon		Evening	
Before 8	69–6	12 - 1	70–1	6 - 7	70–7
8 - 9	7	1 - 2	2	7 - 8	8
9 - 10	8	2 - 3	3	8 - 9	9
10 - 11	9	3 - 4	4	9 - 10	0
11 - 12	0	4 - 5	5	After 10	X
		5 - 6	6		

40. Now this is all except for a couple of questions on beverages—Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	a. Coffee	b. Tea	c. Milk	d. Highball or cocktail	e. Beer
Several times daily	71–1	72–1	73–1	74–1	75–1
Once a day	2	2	2	2	2
Several times a week	3	3	3	3	3
Once a week	4	4	4	4	4
Less often	5	5	5	5	5
Never	6	6	6	6	6
Don't know	7	7	7	7	7

FACTUAL

Sex:

Male	76–1
Female	2

Age:

Under 16	76–3
16	4
17	5
18	6
19	7
20	8
21	9
22-24	0
25 or over	X

Location of student's home:

New England	78–1
Middle Atlantic	2
East North Central	3
West North Central	4
South Atlantic	5
East South Central	6
West South Central	7
Mountain or Pacific	8

Class:

Freshman	77–1
Sophomore	2
Junior	3
Senior	4

Where Live:

Dormitory	77–5
Fraternity or Sorority	6
Own home	7
Other	8

Belongs to Sorority or Fraternity	77–9
Not a member	0

Marital Status:

Married	77–X
Not married	Y

Size of Place where student lives:

Over 1,000,000	79–1
500,000 - 1,000,000	2
100,000 - 500,000	3
25,000 - 100,000	4
2,500 - 25,000	5
Under 2,500 or rural	6

Interviewer's Initials _____

Respondent No. _____

1001752789

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Asked of all respondents

	Total sample	Analyzed by respondents who attend a: Men's college	Women's college	Co-ed college
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	3573 (100%)
	%	%	%	%
INCREASED	46	45	45	47
DECREASED	5	6	8	5
STAYED ABOUT THE SAME	36	37	35	35
DON'T KNOW OR NO ANSWER	13	12	12	13

1001752810

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Asked of all respondents

	Total Negro sample	Analyzed by respondents who are: Male	Female
Number of respondents	599 (100%)	298 (100%)	301 (100%)
	%	%	%
INCREASED	81	78	84
DECREASED	1	1	1
STAYED ABOUT THE SAME	13	14	11
DON'T KNOW OR NO ANSWER	5	7	4

1001752811

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

14 per cent say they listen to their college radio station with any regularity.

--Non-college radio would seem a relatively good bet, in contrast, for example, to television. Seventy-nine per cent say they listen to non-college radio, either daily or several times a week. Only 39 per cent watch television this frequently.

--On the radio popular music programs--and to a lesser extent, classical music programs--seem to have the greater college appeal (though in Negro colleges it is clearly popular music--not classical), and listenership appears highest in the evenings, after 9 or 10 o'clock.

The fact that Lucky Strikes and Chesterfields seem to be holding up better in the college market than they do in the market as a whole would tend to confirm this expressed interest in popular music among this group of young people. Both have popular music programs with a long history.

* * * * * * *

In summary, then, it would seem that college students--at least in the "better" colleges--are "style-makers," whether they actually originate styles or merely recognize style trends early in the game and help popularize them. It would seem that they are valuable in discerning popular trends before they reach obvious proportions, and that if properly exploited they could help advance upward trends and possibly retard downward trends.

In the foreseeable future, they seem to be telling us that there will be a continued trend toward filter-tips.

1001752808

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes ____ 71–1 (Ask b)
No ____ 2 (Skip to d)

b. How many did you buy?

By the pack ____ 72– (write in #)

By the carton ____ 72– (write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

	c. Bought yesterday	d. Usually buy
On campus		
Cafeteria or restaurant	73–1	74–1
Campus store	2	2
Vending machine in store or restaurant	3	3
Vending machine elsewhere (dorm, fraternity, etc.)	4	4
Other	5	5
Off campus	(Skip to 35)	(Ask e)
Cafeteria or restaurant	6	6
Grocery or supermarket	7	7
Drugstore	8	8
News-cigar stand or store	9	9
Vending machine	0	0
Other	X	X

d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RECORD ABOVE)

e. Do you usually buy them by the pack or by the carton?

Pack ____ 75–1
Carton ____ 2

(ASK ALL MEN)

35a. Do you now ever smoke a pipe (as much as once a week)?

Yes ____ 54–1 (Ask b)
No ____ 2 (Skip to 36)

b. What brand of tobacco do you usually use?

Prince Albert	55–1	Edgeworth	56–1
Half & Half	2	George Washington	2
Velvet	3	Old Briar	3
Sir Walter Raleigh	4	Holiday	4
Kentucky Club	5	Bond Street	5
Model	6	Briggs	6
Union Leader	7	Revelation	7
Granger	8	Other	8
		Don't know	9

ASK EVERYONE

36a. Do you have a college radio station?

Yes ____ 57–1 (Ask b)
No ____ 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily ____ 57–3
Several times a week ____ 4
Once a week ____ 5 (Ask c)
Less often ____ 6
Never ____ 7 (Skip to 37)

c. Do they have any cigarette advertising on it?

Yes ____ 57–8
No ____ 9
Don't know ____ 0

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly ____ 58–1
Occasionally ____ 2 (Ask b)
Never ____ 3 (Skip to 38)

b. Do they have any cigarette advertising in it?

Yes ____ 58–4
No ____ 5
Don't know ____ 6

c. Do they carry a column by Max Shulman in it?

Yes ____ 58–7 (Ask d)
No ____ 8
Don't know ____ 9 (Skip to 38)

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like ____ 59–1 (Skip to f)
Dislike ____ 2
Feel so-so ____ 3 (Ask e)
Never read (vol.) ____ 4
Don't know ____ 5 (Skip to 38)

e. Why don't you like it?

60–

Don't know ____ Y

f. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand) ____ 61–1
Philip Morris ____ 2
Marlboro ____ 3
Parliament ____ 4
Other cigarettes ____ 5
Other products ____ 6
Don't know ____ 7

10012522296

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

30. Here is a card with a list of words and phrases on it. **(HAND RESPONDENT YELLOW CARD)** Which of these words and phrases would you say are particularly good for describing the way you feel about (Marlboro, etc.)? Any others?

	a. Marlboro	b. Chesterfield	c. Parliament	d. Pall Mall
Good flavor	38–1	40–1	42–1	44–1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39–1	41–1	43–1	45–1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. **(HAND RESPONDENT PINK CARD)** If you had to guess, which of these brands would you say a (Someone who—etc.) would be most apt to smoke?

	g. Someone who spends the whole time studying and isn't good for anything else	h. Young married woman a couple of years out of college	f. Star athlete	d. Young business executive	e. Stenographer
Camel	46–1	48–1	50–1	52–1	54–1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tareyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47–1	49–1	51–1	53–1	55–1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? **(HAND RESPONDENT PINK CARD)**

b. And which has the worst looking package?

	a. Best	b. Worst
Camel	60–1	62–1
Cavalier	2	2
Chesterfield	3	3
Herbert Tareyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61–1	63–1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind	64–1 (Ask b & c)
Parliament kind	2 (Ask b & c)
Either kind of hard (vol.)	3 (Skip to c)
Soft package	4 (Skip to d)
Don't know	5 (Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

65–

66–

Don't know 66–Y

c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

67–

68–

Don't know 68–Y

(Skip to 34)

d. Why would you prefer the soft package to the hard ones?

69–

70–

Don't know 70–Y

1001752795

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

30. Here is a card with a list of words and phrases on it. **(HAND RESPONDENT YELLOW CARD)** Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes, etc.)? Any others?

	a. Lucky Strikes	b. Philip Morris	c. Winston	d. Marlboros
Good flavor	38–1	40–1	42–1	44–1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39–1	41–1	43–1	45–1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. **(HAND RESPONDENT PINK CARD)** If you had to guess, which of these brands would you say a (truck driver, debutante, etc.) would be most apt to smoke?

	a. Truck driver	b. Debutante	c. Doctor	d. Young business executive	e. Stenographer
Camel	46–1	48–1	50–1	52–1	54–1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tareyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47–1	49–1	51–1	53–1	55–1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? **(HAND RESPONDENT PINK CARD)**

b. And which has the worst looking package?

	a. Best	b. Worst
Camel	60–1	62–1
Cavalier	2	2
Chesterfield	3	3
Herbert Tareyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61–1	63–1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind	64–1	(Ask b & c)
Parliament kind	2	(Ask b & c)
Either kind of hard (vol.)	3	(Skip to c)
Soft package	4	(Skip to d)
Don't know	5	(Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

65–

66–

Don't know 66–Y

c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

67–
68–
(Skip to 34)

Don't know 68–Y

d. Why would you prefer the soft package to the hard ones?

69–

70–

Don't know 70–Y

1001252729

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

A BRIEF DISCUSSION

Note: The following discussion is not intended as a summary in words of what the tables themselves often say so much more quickly and clearly. Nor is it intended as a substitute for the careful reading of the tables themselves.

It is intended only to be a brief discussion of those findings of the study which most impress us. Since it is entirely possible that you might either arrive at different conclusions than we have arrived at or might pick different topics to emphasize, we strongly urge a careful study of the tables.

Certainly there is much detailed information of value in the tables which we have chosen not to mention in this analysis.

This study was conducted among students in top ranking colleges because our previous experience had indicated that trends evident in this group tended to be predictive of trends in the market as a whole. Studies on cigarette smoking conducted by us among college students in the thirties and forties had found them to be ahead of the trend to Camel leadership, and, later, ahead in the down trend on Camels and the up trend on Luckies. We therefore felt it would be worth while to take a special look at college students in today's rapidly changing cigarette market. The fact that they tend to lead on trends may of course be true for several reasons. Being young, they represent the market of the future. They tend to come from the higher economic levels, which often are the style pacers. And whether they are style setters or merely quick to catch a trend, in either case they are important.

Two major conclusions arise from this study: (1) It tends to confirm previous indications that college students (and particularly female college students) are far in advance of the general public in their cigarette smoking habits, and hence are an important group, both for their style-setting qualities and for their predictive-of-future-trends qualities. (2) The future trend they indicate is a continued and increasing trend toward filter-tip cigarette smoking--

1001752799

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

representative, 3 per cent smoked the brand. On those campuses where there was no representative, 4 per cent smoked the brand.

For Marlboro, the figures were 8 per cent on campuses with a representative, 7 per cent on those where there was no Philip Morris representative.

On those campuses where the college newspaper carried the Max Shulman column, 3 per cent smoked Philip Morris. On campuses where the newspaper did not carry the Max Shulman column, 4 per cent smoked Philip Morris.

On campuses where Marlboro advertising appeared, 7 per cent smoked Marlboro, but the same figure obtained on campuses where there had been no Marlboro advertising in the college newspaper.

Thus some differences do appear but they are too small to be considered significant ones and the study does not prove the value of promotional efforts nor does it disprove them.

(These campuses where there was no Philip Morris representative or where no space advertising for Marlboro or Philip Morris appeared in the college newspaper were not necessarily ones where there was no campus promotion of other brands of cigarettes. In fact, three out of four respondents on these "non-Philip Morris promotion" campuses said that cigarette advertising appeared in their college newspaper and the figures for free sampling would indicate that they were equally well covered by this type of promotion.)

The study does show, however, that among the various media available, the college newspaper and non-college radio offer the best audiences for promotional activities.

1001752807

As to reaching college students, it would appear that--

--College newspapers are a far better bet than college radio. Eighty-two per cent claim to read their college newspaper regularly; only

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

	Total sample	Analyzed by respondents who attend a: Men's college	Women's college	Co-ed college
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	3573 (100%)
	%	%	%	%
SMOKE CIGARETTES	47	54	49	45
DON'T SMOKE CIGARETTES	53	46	51	55

1001752816

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

		Analyzed by respondents who are:									
		Male and whose college class is:					Female and whose college class is:				
	Total sample	Total	Fresh-man	Soph-omore	Junior	Senior	Total	Fresh-man	Soph-omore	Junior	Senior
Number of respondents	4587 (100%)	3072 (100%)	778 (100%)	752 (100%)	772 (100%)	770 (100%)	1515 (100%)	383 (100%)	377 (100%)	378 (100%)	377 (100%)
	%	%	%	%	%	%	%	%	%	%	%
SMOKE CIGARETTES	47	49	46	48	52	50	43	38	45	45	45
DON'T SMOKE CIGARETTES	53	51	54	52	48	50	57	62	55	55	55

1001752815

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

	Total sample	Analyzed by respondents whose ages are: 16 and under	17	18	19	20	21	22-24	25 or over
Number of respondents	4587 (100%)	11** (100%)	71** (100%)	628 (100%)	951 (100%)	906 (100%)	834 (100%)	796 (100%)	384 (100%)
	%	%	%	%	%	%	%	%	%
SMOKE CIGARETTES	47	18	25	43	43	50	46	51	54
DON'T SMOKE CIGARETTES	53	82	75	57	57	50	54	49	46

**Percentages based on less than 100 cases are often unreliable.

1001752812

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes

Asked of all

	Total sample	Analyzed by: Males and whose ages are: Total	17 or under	18	19	20	21	22-24	25 or over
Number of respondents	4587 (100%)	3072 (100%)	44** (100%)	362 (100%)	566 (100%)	564 (100%)	536 (100%)	644 (100%)	352 (100%)
	%	%	%	%	%	%	%	%	%
SMOKE CIGARETTES	47	49	27	46	42	53	48	52	55
DON'T SMOKE CIGARETTES	53	51	73	54	58	47	52	48	45

1001752813

**Percentages based on less than

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

		Analyzed by respondents whose college is located in:								
	Total sample	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	4587 (100%)	362 (100%)	486 (100%)	1103 (100%)	858 (100%)	485 (100%)	120 (100%)	294 (100%)	164 (100%)	715 (100%)
	%	%	%	%	%	%	%	%	%	%
SMOKE CIGARETTES	47	49	57	50	47	45	42	41	43	40
DON'T SMOKE CIGARETTES	53	51	43	50	53	55	58	59	57	60

1001752817

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

to a level apparently well in excess of filter-tip smoking at the present time.

College Students as a Predictive and Style-setting Group

Both sales statistics over the past several years and our studies have shown certain trends in types and brands of cigarettes smoked. For example--

--In our 1953 survey, 23 per cent of the smokers interviewed smoked Camels. In the large study we recently delivered, the percentage of smokers smoking Camels had dropped to 14 per cent*. College students seem well ahead of the general public in this trend: only 4 per cent of them smoke Camels.

--In our 1953 study, 12 per cent of the general public smoked Pall Malls. In the study recently delivered, this percentage had risen to 13 per cent. Again college students are ahead of the general public in this upward trend, with 20 per cent smoking Pall Malls. (There are, however, indications that this trend may be reaching its peak, as we will mention later.)

--In the 1953 study, 66 per cent smoked regular-size, non-filter-tip cigarettes. In the study recently delivered, the percentage of the general public smoking regular-non-filter-tips had dropped to 44 per cent. Among college students, the percentage smoking regular, non-filter-tips is, however, only 31 per cent.

Almost without exception in this study college students are ahead of the trend of the general public in their smoking habits.

That college students are ahead of the general public in their smoking habits does not appear to be due solely to the fact that college students are a younger subgroup of the general public, for the recently delivered study showed that the 18-24 year-old group as a whole is also well behind the trend of college students.

*The sample for this (April 1956) study excluded rural areas and therefore the figures cannot be considered exactly comparable with the previous study. The fact that rural areas were not included would not, however, account for more than a part of the trend indicated by the difference in the 1953 and 1956 figures.

1001752800

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

		Analyzed by respondents who while attending college live in:			
	Total sample	Dormitory	Fraternity or Sorority house	Own home	Other
Number of respondents	4587 (100%)	1788 (100%)	585 (100%)	1569 (100%)	627 (100%)
	%	%	%	%	%
SMOKE CIGARETTES	47	44	54	47	50
DON'T SMOKE CIGARETTES	53	56	46	53	50

1001752819

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

(as much as a pack a week)?

respondents

respondents who are:

	Females and whose ages are:						
Total	17 or under	18	19	20	21	22-24	25 or over
1515 (100%)	38** (100%)	266 (100%)	385 (100%)	342 (100%)	298 (100%)	152 (100%)	32** (100%)
%	%	%	%	%	%	%	%
43	21	40	45	45	43	47	38
57	79	60	55	55	57	53	62

100 cases are often unreliable.

1001752814

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

	Total Negro sample	Analyzed by respondents who are: Male	Female
Number of respondents	599 (100%)	298 (100%)	301 (100%)
	%	%	%
SMOKE CIGARETTES	53	61	46
DON'T SMOKE CIGARETTES	47	39	54

1001752821

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

2b. Did you used to smoke cigarettes (as much as a pack a week)?
and
3a. (If "yes") How long ago did you stop smoking cigarettes (so much)?

Asked of all respondents who do not now smoke cigarettes--
47% of Negro sample

	Total non-cigarette smokers
Number of respondents	280 (100%)
	%
YES	15
Stopped less than year ago	4
1 up to 2 years ago	5
2 up to 4 years ago	1
4 or more years ago	2
Don't know	*
No answer	3
NO	85

*Less than .5 per cent

1001752823

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a. Easier	b. Milder	c. Tastes better
Filter	23–1	23–5	23–9
Non-filter	2	6	0
No difference (vol.)	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? **(RECORD ABOVE)**

c. Which do you think tastes better—filter or non-filter cigarettes? **(RECORD ABOVE)**

25. All things considered, which do you think does the best job of filtering—a built-in filter or the tobacco itself?

Built-in filter	2
Tobacco itself	24–1
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? **(HAND RESPONDENT WHITE CARD)**

Advertise on college radio	25–1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26–

27–

Don't know 27–Y

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes 28–1 **(Ask b)**

No 2
Don't know 3 **(Skip to 29)**

b. What brands do you know of that have been passed out?

	b. Brands passed out	c. Respondent given	d. Donor sold	d. No impression	d. Donor not sold (vol.)
Camel	29–1	31–1	33–1	2	3
Cavalier	2	2	33–4	5	6
Chesterfield	3	3	33–7	8	9
Herbert Tareyton	4	4	33–0	X	Y
Kent	5	5	34–1	2	3
Kool	6	6	34–4	5	6
L & M	7	7	34–7	8	9
Lucky Strike	8	8	34–0	X	Y
Marlboro	9	9	35–1	2	3
Old Gold	30–1	32–1	35–4	5	6
Pall Mall	2	2	35–7	8	9
Parliament	3	3	35–0	X	Y
Philip Morris	4	4	36–1	2	3
Viceroy	5	5	36–4	5	6
Vogue	6	6	36–7	8	9
Winston	7	7	36–0	X	Y
Other	8	8			
Don't know	9	9			

c. **(ASK FOR EACH BRAND CHECKED IN b)** Were you given (brand) to try? **(RECORD ABOVE)**

d. **(ASK FOR EACH BRAND CHECKED IN c)** Now how about the person who was giving out the (brand given) —did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? **(RECORD ABOVE)**

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

37–

Don't know 37–Y

10012794

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2b. Did you used to smoke cigarettes (as much as a pack a week)?
and
3a. (If "yes") How long ago did you stop smoking cigarettes (so much)?

Asked of all respondents who
do not now smoke cigarettes--
53% of total sample

	Total non-cigarette smokers	Analyzed by respondents whose college class is:			
		Fresh-man	Soph-omore	Junior	Senior
Number of respondents	2434 (100%)	659 (100%)	599 (100%)	579 (100%)	597 (100%)
	%	%	%	%	%
YES	17	14	18	15	21
Stopped less than year ago	6	4	7	7	8
1 up to 2 years ago	3	3	4	2	4
2 up to 4 years ago	2	*	3	2	4
4 or more years ago	2	2	1	1	2
Don't know	4	5	3	3	3
NO	83	86	82	85	79

*Less than .5 per cent

1001752822

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

	Total sample	Analyzed by respondents whose college has a student population of: Over 8,000	4,000 to 8,000	1,000 to 4,000	500 to 1,000	Under 500
Number of respondents	4587 (100%)	1584 (100%)	1502 (100%)	1086 (100%)	314 (100%)	101 (100%)
	%	%	%	%	%	%
SMOKE CIGARETTES	47	48	48	48	37	37
DON'T SMOKE CIGARETTES	53	52	52	52	63	63

1001752818

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes ____ 71–1 (Ask b)
No ____ 2 (Skip to d)

b. How many did you buy?

By the pack ____ 72– (write in #)
By the carton ____ 72– (write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

	c. Bought yesterday	d. Usually buy
On campus		
Cafeteria or restaurant	73–1	74–1
Campus store	2	2
Vending machine in store or restaurant	3	3
Vending machine elsewhere (dorm, fraternity, etc.)	4	4
Other	5	5
	(Skip to 35)	(Ask e)
Off campus		
Cafeteria or restaurant	6	6
Grocery or supermarket	7	7
Drugstore	8	8
News-cigar stand or store	9	9
Vending machine	0	0
Other	X	X

d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RECORD ABOVE)

e. Do you usually buy them by the pack or by the carton?

Pack ____ 75–1
Carton ____ 2

(ASK ALL MEN)

35a. Do you now ever smoke a pipe (as much as once a week)?

Yes ____ 54–1 (Ask b)
No ____ 2 (Skip to 36)

b. What brand of tobacco do you usually use?

Prince Albert	55–1	Edgeworth	56–1
Half & Half	2	George Washington	2
Velvet	3	Old Briar	3
Sir Walter Raleigh	4	Holiday	4
Kentucky Club	5	Bond Street	5
Model	6	Briggs	6
Union Leader	7	Revelation	7
Granger	8	Other	8
		Don't know	9

ASK EVERYONE

36a. Do you have a college radio station?

Yes ____ 57–1 (Ask b)
No ____ 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily ____ 57–3
Several times a week ____ 4
Once a week ____ 5
Less often ____ 6
(Ask c)
Never ____ 7 (Skip to 37)

c. Do they have any cigarette advertising on it?

Yes ____ 57–8
No ____ 9
Don't know ____ 0

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly ____ 58–1
Occasionally ____ 2
(Ask b)
Never ____ 3 (Skip to 38)

b. Do they have any cigarette advertising in it?

Yes ____ 58–4
No ____ 5
Don't know ____ 6

c. Do they carry a column by Max Shulman in it?

Yes ____ 58–7 (Ask d)
No ____ 8
Don't know ____ 9
(Skip to 38)

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like ____ 59–1 (Skip to f)
Dislike ____ 2
Feel so-so ____ 3
(Ask e)
Never read (vol.) ____ 4
Don't know ____ 5
(Skip to 38)

e. Why don't you like it?

60–

Don't know ____ Y

f. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand) ____ 61–1
Philip Morris ____ 2
Marlboro ____ 3
Parliament ____ 4
Other cigarettes ____ 5
Other products ____ 6
Don't know ____ 7

10012528

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton	15–1	(Ask b)
Kent	2	
L & M	3	
Marlboro	4	
Old Gold	5	
Parliament	6	
Regent	7	
Viceroy	8	
Vogue	9	
Winston	0	
Other	X	
None or don't know	Y	(Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

16–

17–

Don't know 17–Y

(Skip to 24)

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

10–

11–

Don't know 11–Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

(Skip to 20)

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

10–

11–

Don't know 11–Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes 15–1 (Ask b)

No 2 (Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton	16–1	Regent	16–7
Kent	2	Viceroy	8
L & M	3	Vogue	9
Marlboro	4	Winston	0
Old Gold	5	Other	X
Parliament	6	None or don't know	Y

21. What don't you like about filter tip cigarettes?

17–

18–

Don't know 18–Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes	19–1	(Ask b)
No	2	(Skip to 23)
Don't know	3	

b. Under what circumstances do you like to smoke them?

20–

21–

Don't know 21–Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve	22–1
Won't be able to improve taste	2
Don't know	3

1001252793

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

3b. What was the last brand of cigarettes you smoked regularly?

Asked of respondents who do not now smoke cigarettes but who used to smoke them (as much as a pack a week)--7% of Negro sample

	Total asked this question
Number of respondents	42** (100%)
	%
PHILIP MORRIS	29
PALL MALL	10
VICEROY	10
CAMEL	7
LUCKY STRIKE	7
WINSTON	5
CHESTERFIELD	2
L & M	2
MARLBORO	2
OTHER REGULAR	5
NO REGULAR BRAND	5
DON'T KNOW	2
NO ANSWER	14

**Percentages based on less than 100 cases are often unreliable.

1001252827

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

3b. What was the last brand of cigarettes you smoked regularly?

Asked of respondents who do not now smoke cigarettes but who used to smoke them (as much as a pack a week)--9% of total sample

	Total asked this question
Number of respondents	412 (100%)
	%
LUCKY STRIKE	16
CHESTERFIELD (R)	11
CHESTERFIELD (K)	4
PALL MALL	10
CAMEL	10
VICEROY	7
WINSTON	6
PHILIP MORRIS (R)	3
PHILIP MORRIS (K)	1
MARLBORO	3
OLD GOLD (R)	2
OLD GOLD (K)	*
OLD GOLD (F)	*
L & M	2
KENT	2
PARLIAMENT	1
RALEIGH	1
HERBERT TAREYTON (K)	1
HERBERT TAREYTON (R)	*
KOOL	1
OTHER REGULAR	1
OTHER KING	1
NO REGULAR BRAND	7
DON'T KNOW	2
NO ANSWER	8

*Less than .5 per cent

1001752826

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

COMPARATIVE TABLE

4. How old were you when you started to smoke cigarettes (as much as a pack a week)?

Asked of all cigarette smokers

	May 1956 (college students only)	August 1953 (all smokers)
Number of respondents	2153 (100%)	4656 (100%)
	%	%
UNDER 13	2	7
13 OR 14	5	7
15 OR 16	29	21
17 OR 18	45	26
19 OR 20	15	14
21 OR OVER	3	24
DON'T KNOW OR NO ANSWER	1	1

1001752830

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

30. Here is a card with a list of words and phrases on it. **(HAND RESPONDENT YELLOW CARD)** Which of these words and phrases would you say are particularly good for describing the way you feel about (Camel, etc.)? Any others?

	a. Camel	b. Philip Morris	c. Viceroy	d. L & M
Good flavor	38–1	40–1	42–1	44–1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39–1	41–1	43–1	45–1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. **(HAND RESPONDENT PINK CARD)** If you had to guess, which of these brands would you say a (truck driver, debutante, etc.) would be most apt to smoke?

	a. Truck driver	b. Debutante	f. Star athlete	g. Someone who spends the whole time studying and isn't good for anything else	h. Young married woman a couple of years out of college
Camel	46–1	48–1	50–1	52–1	54–1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tareyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47–1	49–1	51–1	53–1	55–1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? **(HAND RESPONDENT PINK CARD)**

b. And which has the worst looking package?

	a. Best	b. Worst
Camel	60–1	62–1
Cavalier	2	2
Chesterfield	3	3
Herbert Tareyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61–1	63–1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind	64–1 (Ask b & c)
Parliament kind	2 (Ask b & c)
Either kind of hard (vol.)	3 (Skip to c)
Soft package	4 (Skip to d)
Don't know	5 (Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

65–

66–

Don't know 66–Y

c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

67–
68–
(Skip to 34)
Don't know 68–Y

d. Why would you prefer the soft package to the hard ones?

69–

70–

Don't know 70–Y

1001252282

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

4. How old were you when you started to smoke cigarettes (as much as a pack a week)?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:						
		17 and under	18	19	20	21	22-24	25 or over
Number of respondents	2153 (100%)	20** (100%)	273 (100%)	413 (100%)	451 (100%)	384 (100%)	403 (100%)	206 (100%)
	%	%	%	%	%	%	%	%
UNDER 13	2	-	2	2	1	2	1	3
13 OR 14	5	10	5	6	5	4	4	5
15 OR 16	29	15	46	31	28	23	23	22
17 OR 18	45	25	47	56	50	45	36	34
19 OR 20	15	-	-	4	16	23	26	18
21 OR OVER	3	-	-	-	-	2	7	17
DON'T KNOW OR NO ANSWER	1	-	-	1	*	1	3	1

1001752832

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Asked of all respondents

Analyzed by Question 40 - Beverage drinking habits of respondents

	Total sample	Respondents who drink COFFEE: Regularly	Occasionally	Seldom	Never
Number of respondents	4587 (100%)	2833 (100%)	629 (100%)	237 (100%)	876 (100%)
	%	%	%	%	%
SMOKE CIGARETTES	47	59	34	27	23
DON'T SMOKE CIGARETTES	53	41	66	73	77

	Total sample	Respondents who drink TEA: Regularly	Occasionally	Seldom	Never
Number of respondents	4587 (100%)	877 (100%)	1060 (100%)	971 (100%)	1656 (100%)
	%	%	%	%	%
SMOKE CIGARETTES	47	42	44	48	51
DON'T SMOKE CIGARETTES	53	58	56	52	49

	Total sample	Respondents who drink MILK: Regularly	Occasionally	Seldom	Never
Number of respondents	4587 (100%)	3909 (100%)	346 (100%)	100 (100%)	222 (100%)
	%	%	%	%	%
SMOKE CIGARETTES	47	45	50	61	63
DON'T SMOKE CIGARETTES	53	55	50	39	37

		Respondents who drink a HIGHBALL OR COCKTAIL:			
	Total sample	Several times a week	Once a week	Less often	Never
Number of respondents	4587 (100%)	524 (100%)	869 (100%)	1583 (100%)	1593 (100%)
	%	%	%	%	%
SMOKE CIGARETTES	47	67	64	52	27
DON'T SMOKE CIGARETTES	53	33	36	48	73

		Respondents who drink BEER:			
	Total sample	Several times a week	Once a week	Less often	Never
Number of respondents	4587 (100%)	1049 (100%)	861 (100%)	1072 (100%)	1585 (100%)
	%	%	%	%	%
SMOKE CIGARETTES	47	66	62	48	26
DON'T SMOKE CIGARETTES	53	34	38	52	74

1001752820

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

4. How old were you when you started to smoke cigarettes (as much as a pack a week)?

Asked of all cigarette smokers--
47% of total sample

		Analyzed by respondents whose home is located in:							
	Total cigarette smokers	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain and Pacific
Number of respondents	2153 (100%)	123 (100%)	355 (100%)	450 (100%)	423 (100%)	187 (100%)	73** (100%)	106 (100%)	309 (100%)
	%	%	%	%	%	%	%	%	%
UNDER 13	2	3	1	1	2	3	-	-	1
13 OR 14	5	5	7	3	6	5	4	4	5
15 OR 16	29	33	31	28	20	32	27	26	32
17 OR 18	45	43	46	51	49	37	43	48	42
19 OR 20	15	14	13	13	17	17	23	18	16
21 OR OVER	3	2	1	3	5	4	3	3	3
DON'T KNOW OR NO ANSWER	1	-	1	1	1	2	-	1	1

1001752833

**Percentages based on less than 100 cases are often unreliable.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

3c. Why did you stop smoking cigarettes (so much)?

Asked of respondents who do not now smoke cigarettes but who used to smoke them (as much as a pack a week)--7% of Negro sample

	Total asked this question
Number of respondents	42** (100)
	%
COST TOO MUCH	24
THOUGHT THEY WERE PHYSICALLY HARMFUL; FEEL BETTER AFTER HAVING STOPPED	10
IRRITATED THROAT (SORE THROAT, THROAT BURN, ETC.)	10
DIDN'T ENJOY IT; WASN'T SATISFYING	10
FEAR OF CANCER	7
MADE ME SHORT-WINDED	5
DECIDED IT WAS FOOLISH, UNNECESSARY	5
CAUSED OTHER PHYSICAL DIFFICULTIES (INDIGESTION, NERVOUSNESS, BURNT LIPS, NON-SLEEPING, ETC.)	5
BECAUSE OF COUGH	2
DOCTOR'S ORDERS	2
TOOK UP PIPE; CIGARS	2
JUST DECIDED TO STOP	2
STOPPED FOR SPECIFIC REASON (LENT, COLD, ILLNESS) AND NEVER STARTED AGAIN	2
HABIT BECOMING TOO STRONG	2
ATHLETIC COACH DOESN'T PERMIT SMOKING	2
ALL OTHER	7
DON'T KNOW	5
NO ANSWER	10

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752829

Source: https://www.industrydocuments.ucsf.edu/docs/ngk0000

2c. How does it happen that you don't smoke--in other words, what do you have against smoking cigarettes?

Asked of respondents who have never smoked cigarettes (as much as a pack a week)--44% of total sample

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	2022 (100%)	1282 (100%)	740 (100%)
	%	%	%
HEALTH REASONS	32	37	24
Participate in athletics	12	18	1
Harms your health (no mention of cancer)	12	12	11
Makes me dizzy, headachy, sick, etc.; allergic to it	7	7	7
Harms your health (mentioned cancer)	2	2	2
Have asthma, sinus, other illnesses that prevent smoking	2	2	2
Other (health reasons)	1	1	2
NEVER HAD THE DESIRE; NEVER STARTED	20	19	21
DON'T ENJOY SMOKING; NO PLEASURE, SATISFACTION	19	19	18
CAN'T AFFORD IT; TOO EXPENSIVE	16	15	18
DISLIKE THE TASTE, SMELL OF CIGARETTES	13	13	14
FAMILY, FRIENDS DON'T SMOKE, OR ARE AGAINST SMOKING	12	9	17
FEEL IT IS SENSELESS, UNNECESSARY; VULGAR HABIT	8	8	7
WASTE OF MONEY; COSTS TOO MUCH FOR THE PLEASURE YOU GET	5	5	5
FEEL WOMEN SHOULDN'T SMOKE	4	-	9
HABIT FORMING	4	4	3
RELIGIOUS, MORAL REASONS	4	3	4
JUST DON'T WANT TO SMOKE (NO FURTHER INFORMATION)	1	1	1
ALL OTHER	6	7	5
NO ANSWER	1	*	1

1001752824

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

4. How old were you when you started to smoke cigarettes (as much as a pack a week)?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
UNDER 13	2	3	-
13 OR 14	7	7	6
15 OR 16	31	33	28
17 OR 18	44	42	46
19 OR 20	13	10	18
21 OR OVER	3	4	2
DON'T KNOW OR NO ANSWER	*	1	-

*Less than .5 per cent

1001752834

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

4. How old were you when you started to smoke cigarettes (as much as a pack a week)?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
UNDER 13	2	2	1
13 OR 14	5	6	4
15 OR 16	29	30	27
17 OR 18	45	43	51
19 OR 20	15	14	16
21 OR OVER	3	4	1
DON'T KNOW OR NO ANSWER	1	1	*

*Less than .5 per cent

1001752831

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes advertising	11a. Dislikes advertising
Camel (R)	21–1	24–1	27–1	30–1	33–1	36–1	39–1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4		
Herbert Tareyton (R)	5	5	5	5	5	5	5
Herbert Tareyton (K)	6	6	6	6	6		
Herbert Tareyton (F)	7	7	7	7	7		
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0		
L & M (F–R)	X	X	X	X	X	X	X
L & M (F–K)	Y	Y	Y	Y	Y		
Lucky Strike (R)	22–1	25–1	28–1	31–1	34–1	37–1	40–1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3	3	3
Old Gold (K)	4	4	4	4	4		
Old Gold (F)	5	5	5	5	5		
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9		
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X		
Regent (R)	23–1	26–1	29–1	32–1	35–1	38–1	41–1
Regent (K)	2	2	2	2	2		
Regent (F)	3	3	3	3	3		
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0 (Skip	0 (Skip	0 (Skip	XXXX	XXXX (Skip	XXXX	XXXX
None or don't know	X to 6)	X to 10)	X to 8)	X	X to 10)	X	X (Skip to 12)

5b. How did you happen to start smoking (first brand—5a)?

42–

43–

Don't know 43–Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

1001252291

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
LUCKY STRIKE (R)	21	26	11
CHESTERFIELD (R)	16	18	11
CHESTERFIELD (K)	4	4	5
PALL MALL (K)	14	10	25
CAMEL (R)	9	10	5
VICEROY (F)	8	4	17
PHILIP MORRIS (R)	7	8	5
PHILIP MORRIS (K)	*	*	*
OLD GOLD (R)	3	4	2
OLD GOLD (K)	*	*	*
OLD GOLD (F)	*	*	*
WINSTON (F)	3	2	4
L & M (F-K)	2	*	5
L & M (F-R)	1	1	1
HERBERT TAREYTON (K)	1	1	1
HERBERT TAREYTON (R)	*	*	1
HERBERT TAREYTON (F)	*	-	*
MARLBORO (F)	1	1	1
KOOL (R)	1	1	1
KOOL (K)	*	*	-
PARLIAMENT (F)	1	1	2
RALEIGH (R)	1	1	*
RALEIGH (K)	*	*	-
KENT (F)	1	1	1
CAVALIER (K)	*	*	*
REGENT (R)	*	*	-
REGENT (F)	*	-	*
OTHER REGULAR	2	3	1
OTHER KING	1	*	*
ROLL YOUR OWN	*	*	-
DON'T KNOW	4	5	2

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

10017528837

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

3c. Why did you stop smoking cigarettes (so much)?

Asked of respondents who do not now smoke cigarettes but who used to smoke them (as much as a pack a week)--9% of total sample

	Total asked this question
Number of respondents	412 (100%)
	%
COST TOO MUCH	17
DIDN'T ENJOY IT; WASN'T SATISFYING	13
THOUGHT THEY WERE PHYSICALLY HARMFUL; FEEL BETTER AFTER HAVING STOPPED	11
STOPPED FOR SPECIFIC REASON (LENT, COLD, ILLNESS) AND NEVER STARTED AGAIN	8
IRRITATED THROAT (SORE THROAT, THROAT BURN, ETC.)	6
FEAR OF CANCER	6
ATHLETIC COACH DOESN'T PERMIT SMOKING	6
CAUSED OTHER PHYSICAL DIFFICULTIES (INDIGESTION, NERVOUSNESS, BURNT LIPS, NON-SLEEPING, ETC.)	5
JUST DECIDED TO STOP	5
BECAUSE OF COUGH	4
MADE ME SHORT-WINDED	4
DECIDED IT WAS FOOLISH, UNNECESSARY	4
HABIT BECOMING TOO STRONG	3
WANTED TO GAIN WEIGHT	3
BECAUSE OF OTHER RESPIRATORY ILLNESSES (ASTHMA, SINUS, LUNGS)	3
RELIGIOUS, MORAL REASONS	2
TOOK UP PIPE; CIGARS	2
DOCTOR'S ORDERS	2
DISLIKED THE TASTE; LEFT BAD TASTE IN MOUTH	2
HAVE ULCERS	1
BECAME PREGNANT; SMOKING UNPLEASANT	1
HAVE HEART TROUBLE	*
ALL OTHER	8
DON'T KNOW	1
NO ANSWER	9

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752828

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
PHILIP MORRIS (R)	35	38	32
PHILIP MORRIS (K)	3	2	4
CAMEL (R)	13	18	6
LUCKY STRIKE (R)	11	15	5
VICEROY (F)	9	4	15
CHESTERFIELD (R)	8	9	7
CHESTERFIELD (K)	*	-	1
KOOL (R)	3	2	3
KOOL (K)	1	-	1
PALL MALL (K)	3	1	6
HERBERT TAREYTON (R)	2	-	4
HERBERT TAREYTON (F)	1	-	1
KENT (F)	2	3	1
L & M (F-K)	1	1	1
L & M (F-R)	1	1	1
CAVALIER (K)	1	1	2
WINSTON (F)	1	1	1
OLD GOLD (R)	1	1	1
OLD GOLD (F)	*	-	1
PARLIAMENT (F)	*	-	1
RALEIGH (R)	*	1	-
SPUD (R)	*	-	1
OTHER REGULAR	1	-	1
ROLL YOUR OWN	1	1	-
DON'T KNOW	3	3	4

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752839

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

smoking (first brand) ?

specific brand when they
--96% of cigarette smokers

respondents whose first regular brand of cigarettes was:

Lucky Strike	Pall Mall	Viceroy	Other non-filter Regular size	Other non-filter King size	Other filter (R & K)
450 (100%)	305 (100%)	169 (100%)	157 (100%)	51** (100%)	177 (100%)
%	%	%	%	%	%
70	69	66	70	71	72
25	15	9	23	29	18
24	30	21	20	2	21
13	20	25	15	14	21
5	1	-	1	10	6
2	2	2	-	4	1
2	1	2	7	6	-
1	*	-	1	-	1
1	1	7	3	6	5
62	62	51	56	67	59
8	18	33	23	14	28
-	3	11	8	8	13
1	4	4	6	-	2
2	3	3	3	-	1
-	-	14	-	-	10
3	2	2	1	2	3
-	7	-	-	-	1
*	1	1	-	-	2
-	-	1	-	-	3
*	*	-	1	-	-
-	1	1	1	-	1
*	-	-	-	-	-
2	1	2	3	6	1
7	15	22	17	12	18
2	3	4	4	6	2
6	4	4	6	2	3
20	14	9	9	12	8

.5 per cent
100 cases are often unreliable.
than group totals because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

1001752844

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by Question 4: respondents who started smoking cigarettes at the age of: Younger than 13	13 or 14	15 or 16	17 or 18	19 or 20	21 or older
Number of respondents	2153 (100%)	34** (100%)	107 (100%)	621 (100%)	980 (100%)	318 (100%)	72** (100%)
	%	%	%	%	%	%	%
LUCKY STRIKE (R)	21	23	18	22	22	18	15
CHESTERFIELD (R)	16	12	23	20	14	11	11
CHESTERFIELD (K)	4	-	4	2	4	8	3
PALL MALL (K)	14	9	7	14	15	15	15
CAMEL (R)	9	9	6	12	7	8	15
VICEROY (F)	8	6	3	4	10	12	1
PHILIP MORRIS (R)	7	6	11	8	6	5	14
PHILIP MORRIS (K)	*	-	-	*	*	1	-
OLD GOLD (R)	3	-	7	4	3	1	3
OLD GOLD (K)	*	-	2	-	1	*	-
OLD GOLD (F)	*	-	-	*	*	*	-
WINSTON (F)	3	-	-	1	3	5	6
L & M (F-K)	2	-	-	*	3	2	-
L & M (F-R)	1	6	-	*	1	2	1
HERBERT TAREYTON (K)	1	-	1	1	1	1	3
HERBERT TAREYTON (R)	*	-	2	*	*	-	-
HERBERT TAREYTON (F)	*	-	-	-	*	*	-
MARLBORO (F)	1	-	-	2	1	3	-
KOOL (R)	1	-	3	1	1	-	-
KOOL (K)	*	-	-	-	1	-	-
PARLIAMENT (F)	1	-	2	1	1	1	-
RALEIGH (R)	1	6	-	*	1	1	-
RALEIGH (K)	*	-	-	*	*	-	-
KENT (F)	1	-	2	*	1	1	-
CAVALIER (K)	*	-	-	*	*	-	3
REGENT (R)	*	-	-	-	-	-	-
REGENT (F)	*	-	-	-	*	-	-
OTHER REGULAR	2	17	6	3	1	1	6
OTHER KING	1	-	-	1	1	-	-
ROLL YOUR OWN	*	-	-	*	-	-	-
DON'T KNOW	4	6	8	4	4	4	6

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752838

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

SUMMARY TABLE

INTERVIEWS IN NEGRO COLLEGES

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

6a. What brand of cigarettes do you now smoke most often?

7a. What was the last brand you smoked most regularly before you smoked (present brand) ?

8. Is there any other brand that you smoke fairly often just for a change from your regular brand?

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of?

Asked of all cigarette smokers

	5a Started on	6a Now smoke	7a Used to smoke	8 Smoke for change	9a Tried in last 6 months
Number of respondents	319 (100%)	319 (100%)	318** (100%)	318** (100%)	318** (100%)
	%	%	%	%	%
CAMEL (R)	13	3	8	1	1
CAVALIER (K)	1	*	-	*	1
CHESTERFIELD (R)	8	5	6	1	1
CHESTERFIELD (K)	*	1	2	*	1
HERBERT TAREYTON (R)	2	1	1	1	2
HERBERT TAREYTON (K)	-	1	1	1	*
HERBERT TAREYTON (F)	1	2	2	1	1
KENT (F)	2	1	1	1	1
KOOL (R)	3	1	2	4	3
KOOL (F)	1	2	1	2	*
L & M (F-R)	1	1	1	2	3
L & M (F-K)	1	2	3	2	3
LUCKY STRIKE (R)	11	4	11	4	2
MARLBORO (F)	-	5	1	11	12
OLD GOLD (R)	1	-	1	1	1
OLD GOLD (K)	-	-	-	-	-
OLD GOLD (F)	*	1	-	1	2
PALL MALL (K)	3	14	6	10	6
PARLIAMENT (F)	*	*	1	4	5
PHILIP MORRIS (R)	35	15	24	7	4
PHILIP MORRIS (K)	3	4	4	2	2
RALEIGH (R)	*	-	-	-	-
RALEIGH (K)	-	-	*	-	-
REGENT (R)	-	-	-	-	-
REGENT (K)	-	-	-	-	-
REGENT (F)	-	-	-	-	-
SPUD (R)	*	-	*	1	1
VICEROY (F)	9	25	10	8	8
WINSTON (F)	1	12	3	11	12
OTHER FILTER	-	-	-	-	1
OTHER KING	-	-	-	*	-
OTHER REGULAR	1	-	1	1	*
ROLL YOUR OWN	1	-	-	-	-
NONE OR DON'T KNOW	3	*	11	35	42
NO ANSWER	-	-	2	3	4

*Less than .5 per cent

**This includes only those people who have a "regular brand" (question 6a).

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752836

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

smoking (first brand) ?

a specific brand when they
--96% of cigarette smokers

respondents who are:

Total	Female and who started smoking cigarettes at the age of: Under 14	15 or 16	17 or 18	19 or 20	21 or over
640 (100%)	28** (100%)	174 (100%)	324 (100%)	103 (100%)	8** (100%)
%	%	%	%	%	%
77	79	80	76	74	100
23	32	32	21	13	12
25	29	26	25	19	75
19	11	12	22	26	13
3	4	3	2	3	-
4	4	5	4	4	-
2	4	2	2	2	-
*	-	1	*	1	-
2	4	-	2	7	-
65	75	69	63	61	100
17	7	14	17	23	-
5	7	5	4	10	-
2	-	2	2	2	-
2	-	2	3	1	-
5	-	2	6	6	-
2	-	2	2	2	-
1	-	1	2	2	-
1	-	-	1	2	-
*	-	-	*	1	-
*	-	-	*	1	-
*	-	1	-	1	-
*	-	-	-	-	-
2	-	3	1	2	-
11	7	9	11	14	-
3	11	2	3	3	-
5	4	5	6	5	-
10	4	9	11	8	-

.5 per cent
100 cases are often unreliable.
than group totals because some respondents gave more than one answer.

1001252842

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

2c. How does it happen that you don't smoke--in other words, what do you have against smoking cigarettes?

Asked of respondents who have never smoked cigarettes (as much as a pack a week)--
40% of Negro sample

	Total asked this question
Number of respondents	238 (100%)
	%
NEVER HAD THE DESIRE; NEVER STARTED	33
HEALTH REASONS	17
Makes me dizzy, headachy, sick, etc.; allergic to it	6
Harms your health--doesn't mention cancer	5
Participate in athletics	3
Have asthma, sinus, other illnesses that prevent smoking	1
Harms your health--mentions cancer	1
Other (health reasons)	1
DON'T ENJOY SMOKING; NO PLEASURE, SATISFACTION	16
DISLIKE THE TASTE, SMELL OF CIGARETTES	12
CAN'T AFFORD IT; TOO EXPENSIVE	9
FAMILY, FRIENDS DON'T SMOKE, OR ARE AGAINST SMOKING	6
JUST DON'T WANT TO SMOKE (NO FURTHER INFORMATION)	5
FEEL IT IS SENSELESS, UNNECESSARY; VULGAR HABIT	3
HABIT FORMING	3
WASTE OF MONEY; COSTS TOO MUCH FOR THE PLEASURE YOU GET	2
FEEL WOMEN SHOULDN'T SMOKE	2
RELIGIOUS, MORAL REASONS	*
ALL OTHER	6
NO ANSWER	*

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752825

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

SUMMARY TABLE

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

6a. What brand of cigarettes do you now smoke most often?

7a. What was the last brand you smoked most regularly before you smoked (present brand) ?

8. Is there any other brand that you smoke fairly often just for a change from your regular brand?

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of?

Asked of all cigarette smokers

	5a Started on	6a Now smoke	7a Used to smoke	8 Smoke for change	9a Tried in last 6 months
Number of respondents	2153 (100%)	2153 (100%)	2131** (100%)	2131** (100%)	2131** (100%)
	%	%	%	%	%
CAMEL (R)	9	4	8	3	3
CAVALIER (K)	*	*	*	*	1
CHESTERFIELD (R)	16	7	13	3	4
CHESTERFIELD (K)	4	6	7	3	4
HERBERT TAREYTON (R)	*	-	*	1	*
HERBERT TAREYTON (K)	1	*	1	1	1
HERBERT TAREYTON (F)	*	2	*	1	2
KENT (F)	1	*	1	1	2
KOOL (R)	1	*	1	2	1
KOOL (K)	*	*	*	1	1
L & M (F-R)	1	1	1	1	2
L & M (F-K)	2	8	3	4	6
LUCKY STRIKE (R)	21	15	17	5	4
MARLBORO (F)	1	7	2	4	8
OLD GOLD (R)	3	1	2	1	1
OLD GOLD (K)	*	*	1	1	2
OLD GOLD (F)	*	1	*	1	4
PALL MALL (K)	14	21	14	8	5
PARLIAMENT (F)	1	*	1	1	2
PHILIP MORRIS (R)	7	3	6	2	2
PHILIP MORRIS (K)	*	1	1	1	2
RALEIGH (R)	1	*	*	*	*
RALEIGH (K)	*	1	-	*	*
REGENT (R)	*	*	-	-	*
REGENT (K)	-	-	*	*	-
REGENT (F)	*	*	-	*	*
SPUD (R)	-	-	*	*	*
VICEROY (F)	8	10	9	6	9
WINSTON (F)	3	10	4	7	11
OTHER FILTER	-	*	-	*	1
OTHER KING	1	-	*	*	*
OTHER REGULAR	2	1	1	*	*
ROLL YOUR OWN	*	-	*	-	-
NONE OR DON'T KNOW	4	1	8	52	40
NO ANSWER	-	-	1	1	1

*Less than .5 per cent

**This includes only those people who have a "regular brand" (question 6a).

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752835

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5c. Who (else) did you know--either family or acquaintances--

Asked of respondents who smoked
started to smoke cigarettes--

	Total asked this question	Analyzed by Question 4: Male and who started smoking cigarettes at the age of: Total	14 or under	15 or 16	17 or 18	19 or 20	21 or over
Number of respondents	2060 (100%)	1420 (100%)	102 (100%)	424 (100%)	614 (100%)	202 (100%)	60** (100%)
	%	%	%	%	%	%	%
FATHER	13	14	10	15	15	15	3
MOTHER	10	10	12	11	10	6	7
BROTHER	6	7	6	8	7	6	3
SISTER	3	4	4	6	3	1	7
OTHER MALE RELATIVE	5	5	4	5	5	6	10
OTHER FEMALE RELATIVE	2	2	2	2	2	1	3
ROOMMATE	4	4	4	1	5	7	7
MALE FRIEND	29	36	20	38	36	44	37
FEMALE FRIEND	17	6	4	6	7	4	3
NO ONE ELSE	28	28	49	27	26	22	27
DON'T KNOW OR NO ANSWER	8	9	8	7	8	9	17

1001752845

**Percentages based on less than

Note: Percentages add to more than 100% because

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	62–1		
Several times a week	2	(Ask b)	
About once a week	3		
Less often	4		(Skip to 39)
Not at all	5		

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? **(HAND RESPONDENT GREEN CARD)**

	38b. Radio	39b. TV
Weather reports	63–1	65–1
Classical music	2	2
Straight comedy programs	3	3
Variety programs	4	4
News broadcasts	5	5
Old familiar music	6	6
Popular and dance music	7	7
Quiz programs	8	8
Sports events	9	9
Serial dramas	0	0
Serious plays	X	X
Light plays	Y	Y
Discussions of public issues	64–1	66–1
Religious programs	2	2
Movies	XXXX	3
Documentaries	4	4
None	5	5
Don't know	6	6

c. At what hours do you usually listen to the radio?

Morning		Afternoon		Evening	
Before 8	67–1	12 - 1	68–1	6 - 7	68–7
8 - 9	2	1 - 2	2	7 - 8	8
9 - 10	3	2 - 3	3	8 - 9	9
10 - 11	4	3 - 4	4	9 - 10	0
11 - 12	5	4 - 5	5	After 10	X
		5 - 6	6		

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	69–1		
Several times a week	2	(Ask b)	
About once a week	3		
Less often	4		(Skip to 40)
Not at all	5		

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? **(RECORD ABOVE)**

39c. At what hours do you usually watch television?

Morning		Afternoon		Evening	
Before 8	69–6	12 - 1	70–1	6 - 7	70–7
8 - 9	7	1 - 2	2	7 - 8	8
9 - 10	8	2 - 3	3	8 - 9	9
10 - 11	9	3 - 4	4	9 - 10	0
11 - 12	0	4 - 5	5	After 10	X
		5 - 6	6		

40. Now this is all except for a couple of questions on beverages —Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	a. Coffee	b. Tea	c. Milk	d. Highball or cocktail	e. Beer
Several times daily	71–1	72–1	73–1	74–1	75–1
Once a day	2	2	2	2	2
Several times a week	3	3	3	3	3
Once a week	4	4	4	4	4
Less often	5	5	5	5	5
Never	6	6	6	6	6
Don't know	7	7	7	7	7

FACTUAL

Sex:

Male	76–1
Female	2

Age:

Under 16	76–3
16	4
17	5
18	6
19	7
20	8
21	9
22-24	0
25 or over	X

Location of student's home:

New England	78–1
Middle Atlantic	2
East North Central	3
West North Central	4
South Atlantic	5
East South Central	6
West South Central	7
Mountain or Pacific	8

Class:

Freshman	77–1
Sophomore	2
Junior	3
Senior	4

Where Live:

Dormitory	77–5
Fraternity or Sorority	6
Own home	7
Other	8

Belongs to Sorority or Fraternity:

	77–9
Not a member	0

Marital Status:

Married	77–X
Not married	Y

Size of Place where student lives:

Over 1,000,000	79–1
500,000 - 1,000,000	2
100,000 - 500,000	3
25,000 - 100,000	4
2,500 - 25,000	5
Under 2,500 or rural	6

Interviewer's Initials _____

Respondent No. _____

10012522797

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5b. How did you happen to start

Asked of respondents who smoked a first started to smoke cigarettes

	Total asked this question	Analyzed by Question 5a: Philip Morris (R & K)	Camel	Chesterfield (R & K)
Number of respondents	2060 (100%)	157 (100%)	189 (100%)	417 (100%)
	%	%	%	%
INFLUENCES THAT CAUSED CHOICE	70	68	72	71
Family smoked them	22	27	34	25
"Everyone," my crowd was smoking them; popular	22	10	19	24
Friend gave me one, suggested them	17	19	15	14
Influence of advertising	4	1	4	5
Girl friend, boy friend smoked them	2	3	3	3
Available to me at the time	2	4	-	*
Smoked by grown-ups, older crowd; a sophisticated cigarette	1	-	2	*
Other (influences that caused choice)	2	6	-	2
DIDN'T MENTION ATTRIBUTE; JUST MENTIONED INFLUENCE	62	62	67	66
ATTRIBUTES OF CIGARETTE THAT CAUSED CHOICE	15	11	10	11
Mildness	5	6	3	4
Just liked them (no further information)	3	1	3	3
Liked the taste, flavor	2	1	4	3
Wanted filter cigarette	2	-	1	-
Liked box, package	2	3	2	*
Wanted king size	1	-	-	-
Wanted non-filter cigarette	*	-	-	*
Found cigarette satisfying, pleasurable	*	-	1	-
Had more cigarette flavor	*	-	1	-
Doesn't irritate throat; burn; bite	*	-	-	-
Wanted regular size	*	-	1	-
Other (attributes of cigarette that caused choice)	1	-	1	1
DIDN'T MENTION INFLUENCE; JUST MENTIONED ATTRIBUTE	12	10	6	9
JUST HAPPENED TO START WITH THEM--NO REASON	4	6	9	5
ANSWERED IN TERMS OF STARTING TO SMOKE (NOT A PARTICULAR BRAND)	4	1	1	4
DON'T KNOW OR NO ANSWER	14	17	12	14

*Less than

**Percentages based on less than

Note: Group totals add to more than 100%, and sub-totals may add to more

1001752843

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

who smoked (first brand) when you started smoking them?

a specific brand when they first
96% of cigarette smokers

respondents who are:

Total	Female and who started smoking cigarettes at the age of: 14 or under	15 or 16	17 or 18	19 or 20	21 or over
640 (100%)	28** (100%)	174 (100%)	324 (100%)	103 (100%)	8** (100%)
%	%	%	%	%	%
9	18	11	8	8	-
10	14	10	10	8	-
3	-	5	3	4	-
3	11	3	2	2	13
3	-	4	3	1	-
3	-	6	3	1	-
4	-	2	4	8	13
14	18	13	15	11	13
41	36	40	43	41	25
28	29	25	29	31	38
7	11	7	6	6	13

100 cases are often unreliable.
some respondents gave more than one answer.

1001752846

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often? **(RECORD AT LEFT IN COLUMN 6a)**

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months	45–1	2 up to 3 years	5
3–6 months	2	3 up to 4 years	6
6–12 months	3	4 years or more	7
1 up to 2 years	4	Don't know	8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? **(RECORD AT LEFT IN COLUMN 7a)**

b. **(IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a)** How did you happen to leave (old brand—7a) and change to (present brand—6a)?

46–

47–

Don't know 47–Y

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? **(DOUBLE RECORD)**

Father	48–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? **(RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY)**

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. **(If "yes")** What was the last brand you tried at least a pack of? **(RECORD AT LEFT IN COLUMN 9a)**

b. Why didn't you change permanently to (brand tried last–9a)?

49–

50–

Don't know 50–Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? **(RECORD AT LEFT IN COLUMN 10)**

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? **(RECORD AT LEFT IN COLUMN 11a)**

b. What don't you like about the advertising?

51–

52–

Don't know 52–Y

12a. About how many cigarettes a day do you usually smoke?

6 or less	53–1	36–45	53–5
7–15	2	46–55	6
16–25	3	56 or more	7
26–35	4	Don't know	8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many	53–9
All right	0
Don't know	X

IF SMOKES FILTER TIPS (F) IN 6a, CONTINUE.
IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.
IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.
IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10–

11–

Don't know 11–Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes	12–1 (Ask b)
No	2 (Skip to 15)
Don't know	3 (Skip to 15)

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

10012752792

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5b. How did you happen to start

Asked of respondents who smoked first started to smoke cigarettes

	Total asked this question	Analyzed by Question 4: Male and who started smoking cigarettes at the age of: Total	Under 14	15 or 16	17 or 18	19 or 20	21 or over
Number of respondents	2060 (100%)	1420 (100%)	102 (100%)	424 (100%)	614 (100%)	202 (100%)	60** (100%)
	%	%	%	%	%	%	%
INFLUENCES THAT CAUSED CHOICE	70	67	59	73	66	63	70
Family smoked them	22	22	33	25	20	20	13
"Everyone," my crowd was smoking them; popular	22	20	16	26	19	18	17
Friend gave me one, suggested them	17	16	6	14	17	20	23
Influence of advertising	4	4	-	5	6	-	3
Girl friend, boy friend smoked them	2	1	-	-	2	1	3
Available to me at the time	2	2	-	2	2	-	7
Smoked by grown-ups, older crowd; a sophisticated cigarette	1	1	4	1	1	-	-
Other (influences that caused choice)	2	3	2	1	2	7	7
DIDN'T MENTION ATTRIBUTE; JUST MENTIONED INFLUENCE	62	60	47	64	61	59	60
ATTRIBUTES OF CIGARETTE THAT CAUSED CHOICE	15	15	18	12	16	15	13
Mildness	5	5	4	4	5	5	10
Just like them (no further information)	3	3	-	5	3	1	-
Liked the taste, flavor	2	3	-	1	3	4	3
Wanted filter cigarette	2	1	2	-	1	2	-
Liked box, package	2	2	8	1	2	1	3
Wanted king size	1	1	-	1	1	2	-
Wanted non-filter cigarette	*	*	-	*	*	1	-
Found cigarette satisfying, pleasurable	*	*	-	*	*	1	-
Had more cigarette flavor	*	*	2	-	-	-	3
Doesn't irritate throat; burn; bite	*	*	-	-	-	1	-
Wanted regular size	*	*	-	-	*	-	-
Other (attributes of cigarette that caused choice)	1	1	2	*	1	2	-
DIDN'T MENTION INFLUENCE; JUST MENTIONED ATTRIBUTE	12	12	18	8	14	13	10
JUST HAPPENED TO START WITH THEM--NO REASON	4	4	6	3	6	4	-
ANSWERED IN TERMS OF STARTING TO SMOKE (NOT A PARTICULAR BRAND)	4	4	10	6	1	2	3
DON'T KNOW OR NO ANSWER	14	16	18	16	15	20	20

*Less than

**Percentages based on less than

Note: Group totals add to more than 100%, and sub-totals may add to more

1001752841

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college has a student population of: Over 8,000	4,000 to 8,000	1,000 to 4,000	500 to 1,000	Under 500
Number of respondents	2153 (100%)	754 (100%)	728 (100%)	519 (100%)	115 (100%)	37** (100%)
	%	%	%	%	%	%
PALL MALL (K)	21	20	23	22	9	14
LUCKY STRIKE (R)	15	16	16	13	11	16
CHESTERFIELD (R)	7	8	8	5	8	8
CHESTERFIELD (K)	6	5	8	7	6	-
WINSTON (F)	10	9	7	15	13	16
VICEROY (F)	10	10	9	11	9	16
L & M (F-K)	8	8	7	7	15	8
L & M (F-R)	1	2	1	1	3	-
MARLBORO (F)	7	8	7	6	13	5
CAMEL (R)	4	5	4	3	-	6
PHILIP MORRIS (R)	3	3	3	2	1	-
PHILIP MORRIS (K)	1	1	*	1	5	-
HERBERT TAREYTON (F)	2	3	1	2	1	-
HERBERT TAREYTON (K)	*	*	-	*	-	-
OLD GOLD (R)	1	1	1	1	-	3
OLD GOLD (F)	1	*	1	1	1	-
OLD GOLD (K)	*	-	*	1	-	-
RALEIGH (K)	1	1	1	*	-	-
RALEIGH (R)	*	*	*	-	-	-
KOOL (R)	*	*	1	-	-	-
KOOL (K)	*	*	-	-	-	-
KENT (F)	*	*	*	-	1	-
PARLIAMENT (F)	*	*	-	*	2	-
REGENT (R)	*	-	*	-	-	-
REGENT (F)	*	-	*	-	-	-
CAVALIER (K)	*	*	-	-	-	-
OTHER REGULAR	1	*	1	1	-	-
OTHER FILTER	*	-	*	*	-	-
DON'T KNOW	1	*	1	1	2	8
Summary						
REGULAR SIZE	31	33	33	26	20	32
KING SIZE	29	27	32	31	21	14
FILTER TIP	39	40	34	42	57	46
DON'T KNOW	1	*	1	1	2	8

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

1001752851

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6b. How long have you been smoking (present brand) most often?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	318 (100%)	180 (100%)	138 (100%)
	%	%	%
LESS THAN 3 MONTHS	4	3	4
3 - 6 MONTHS	9	7	12
6 - 12 MONTHS	21	19	22
1 UP TO 2 YEARS	33	30	37
2 UP TO 3 YEARS	12	13	12
3 UP TO 4 YEARS	5	7	2
4 YEARS OR MORE	10	15	4
DON'T KNOW	*	-	1
NO ANSWER	6	6	6

*Less than .5 per cent

1001752862

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male and attend a: Total	Men's college	Co-ed college	Female and attend a: Total	Women's college	Co-ed college
Number of respondents	2153 (100%)	1500 (100%)	402 (100%)	1098 (100%)	653 (100%)	135 (100%)	518 (100%)
	%	%	%	%	%	%	%
PALL MALL (K)	21	21	21	21	20	13	21
LUCKY STRIKE (R)	15	20	19	20	5	3	5
CHESTERFIELD (R)	7	9	9	9	4	3	4
CHESTERFIELD (K)	6	6	8	6	6	3	7
WINSTON (F)	10	9	11	9	12	21	10
VICEROY (F)	10	6	1	7	20	11	22
L & M (F-K)	8	6	6	5	13	17	12
L & M (F-R)	1	1	1	1	2	3	1
MARLBORO (F)	7	7	6	7	9	17	7
CAMEL (R)	4	5	3	6	2	-	2
PHILIP MORRIS (R)	3	3	4	3	1	1	1
PHILIP MORRIS (K)	1	1	1	1	*	-	*
HERBERT TAREYTON (F)	2	1	-	1	3	2	3
HERBERT TAREYTON (K)	*	*	-	*	*	-	1
OLD GOLD (R)	1	1	1	1	*	1	-
OLD GOLD (F)	1	1	1	1	1	1	1
OLD GOLD (K)	*	*	1	*	*	-	*
RALEIGH (K)	1	1	-	1	-	-	-
RALEIGH (R)	*	*	1	*	-	-	-
KOOL (R)	*	*	-	*	*	-	*
KOOL (K)	*	-	-	-	*	-	1
KENT (F)	*	*	1	*	*	1	*
PARLIAMENT (F)	*	*	1	-	1	1	1
REGENT (R)	*	*	1	-	-	-	-
REGENT (F)	*	-	-	-	*	-	*
CAVALIER (K)	*	*	-	*	-	-	-
OTHER REGULAR	1	1	1	*	*	-	*
OTHER FILTER	*	*	-	*	*	-	*
DON'T KNOW	1	1	2	1	1	2	1
Summary							
REGULAR SIZE	31	39	39	38	12	8	13
KING SIZE	29	30	30	30	27	16	30
FILTER TIP	39	30	29	31	60	74	56
DON'T KNOW	1	1	2	1	1	2	1

*Less than .5 per cent

1001752849

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5c. Who (else) did you know--either family or acquaintances--who smoked (first brand) when you started smoking them?

Asked of respondents who smoked a specific brand when they first started to smoke cigarettes--
96% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	306 (100%)	173 (100%)	133 (100%)
	%	%	%
FATHER	16	17	14
MOTHER	7	8	5
BROTHER	12	12	13
SISTER	7	5	11
OTHER MALE RELATIVE	8	12	3
OTHER FEMALE RELATIVE	3	3	4
ROOMMATE	5	3	8
MALE FRIEND	31	40	19
FEMALE FRIEND	19	6	36
NO ONE ELSE	17	17	18
DON'T KNOW OR NO ANSWER	4	4	5

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752847

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

do you now smoke most often?

47% of total sample

Question 6b: respondents whose college class is:

Sophomore and started smoking present brand:			Junior and started smoking present brand:			Senior and started smoking present brand:		
Total	Before entering college	Since entering college	Total	Before entering college	Since entering college	Total	Before entering college	Since entering college
530 (100%)	137 (100%)	358 (100%)	571 (100%)	105 (100%)	435 (100%)	550 (100%)	90** (100%)	426 (100%)
%	%	%	%	%	%	%	%	%
23	24	24	19	25	18	23	35	22
15	20	13	13	32	8	14	23	11
7	19	3	8	14	7	7	11	7
5	3	6	7	1	8	7	8	7
11	2	15	10	-	12	8	2	8
10	10	9	11	5	13	8	-	10
7	1	8	7	-	10	9	-	11
2	-	3	1	-	1	1	-	2
8	-	10	8	-	10	7	-	9
4	11	1	5	15	3	4	16	2
3	4	2	2	4	2	2	-	2
1	-	1	2	-	2	-	-	-
2	1	2	1	-	1	2	-	3
*	1	*	-	-	-	*	-	*
*	-	1	1	4	*	2	2	2
-	-	-	1	-	1	1	-	2
*	-	*	-	-	-	1	-	1
1	1	1	*	-	*	1	-	1
-	-	-	1	-	1	-	-	-
-	-	-	1	-	1	*	-	*
*	-	*	*	-	*	*	1	-
-	-	-	1	-	1	-	-	-
*	-	*	1	-	1	-	-	-
*	1	-	-	-	-	-	-	-
*	-	*	-	-	-	-	-	-
*	1	-	-	-	-	-	-	-
*	1	-	-	-	-	1	2	*
-	-	-	*	-	*	*	-	*
1	-	1	*	-	-	2	-	*
29	56	20	31	69	22	30	54	24
30	30	32	28	26	28	32	44	31
40	14	47	41	5	50	36	2	45
1	-	1	*	-	-	2	-	-

.5 per cent

100 cases are often unreliable.

1001252856

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes

Asked of all cigarette smokers--

	Total cigarette smokers	Analyzed by: Freshman and started smoking present brand: Total	Before entering college	Since entering college
Number of respondents	2153 (100%)	502 (100%)	365 (100%)	99** (100%)
	%	%	%	%
PALL MALL (K)	21	16	16	15
LUCKY STRIKE (R)	15	19	21	9
CHESTERFIELD (R)	7	7	7	5
CHESTERFIELD (K)	6	6	7	6
WINSTON (F)	10	13	13	10
VICEROY (F)	10	10	10	17
L & M (F-K)	8	7	6	14
L & M (F-R)	1	1	1	2
MARLBORO (F)	7	6	4	13
CAMEL (R)	4	2	2	2
PHILIP MORRIS (R)	3	3	4	-
PHILIP MORRIS (K)	1	1	1	2
HERBERT TAREYTON (F)	2	2	2	3
HERBERT TAREYTON (K)	*	*	1	-
OLD GOLD (R)	1	1	1	-
OLD GOLD (F)	1	1	*	1
OLD GOLD (K)	*	*	1	-
RALEIGH (K)	1	-	-	-
RALEIGH (R)	*	-	-	-
KOOL (R)	*	*	1	-
KOOL (K)	*	-	-	-
KENT (F)	*	1	*	1
PARLIAMENT (F)	*	1	1	-
REGENT (R)	*	-	-	-
REGENT (F)	*	-	-	-
CAVALIER (K)	*	-	-	-
OTHER REGULAR	1	1	1	-
OTHER FILTER	*	-	-	-
DON'T KNOW	1	2	-	-
Summary				
REGULAR SIZE	31	33	37	16
KING SIZE	29	23	26	23
FILTER TIP	39	42	37	61
DON'T KNOW	1	2	-	-

*Less than

**Percentages based on less than

1001252855

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who while attending college live in:			
		Dormitory	Fraternity or Sorority house	Own home	Other
Number of respondents	2153 (100%)	781 (100%)	314 (100%)	730 (100%)	315 (100%)
	%	%	%	%	%
PALL MALL (K)	21	21	27	18	21
LUCKY STRIKE (R)	15	14	18	14	18
CHESTERFIELD (R)	7	7	6	10	5
CHESTERFIELD (K)	6	7	8	5	7
WINSTON (F)	10	11	8	11	11
VICEROY (F)	10	10	11	10	8
L & M (F-K)	8	9	5	8	5
L & M (F-R)	1	1	2	1	1
MARLBORO (F)	7	9	6	7	4
CAMEL (R)	4	1	1	7	6
PHILIP MORRIS (R)	3	2	2	2	4
PHILIP MORRIS (K)	1	1	-	1	2
HERBERT TAREYTON (F)	2	1	1	3	*
HERBERT TAREYTON (K)	*	*	-	*	1
OLD GOLD (R)	1	1	1	*	2
OLD GOLD (F)	1	1	1	1	1
OLD GOLD (K)	*	*	-	*	-
RALEIGH (K)	1	-	1	1	1
RALEIGH (R)	*	*	-	-	1
KOOL (R)	*	-	1	*	1
KOOL (K)	*	*	-	*	-
KENT (F)	*	1	1	*	-
PARLIAMENT (F)	*	1	-	-	-
REGENT (R)	*	-	-	*	-
REGENT (F)	*	-	-	-	*
CAVALIER (K)	*	-	-	*	-
OTHER REGULAR	1	1	*	*	-
OTHER FILTER	*	*	-	-	-
DON'T KNOW	1	1	-	1	1
Summary					
REGULAR SIZE	31	26	29	33	37
KING SIZE	29	29	36	25	31
FILTER TIP	39	44	35	41	31
DON'T KNOW	1	1	-	1	1

*Less than .5 per cent

1001752854

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

5b. How did you happen to start smoking (first brand) ?

Asked of respondents who smoked a specific brand when they first started to smoke cigarettes--96% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	306 (100%)	173 (100%)	133 (100%)
	%	%	%
INFLUENCES THAT CAUSED CHOICE	81	77	86
Family smoked them	25	29	20
Friend gave me one, suggested them	23	18	29
"Everyone," my crowd was smoking them; popular	21	20	23
Smoked by grown-ups, older crowd; a sophisticated cigarette	3	3	2
Influence of advertising	2	2	2
Girl friend, boy friend smoked them	2	-	5
Available to me at the time	2	3	1
Other (influences that caused choice)	4	3	5
DIDN'T MENTION ATTRIBUTE; JUST MENTIONED INFLUENCE	72	71	74
ATTRIBUTES OF CIGARETTE THAT CAUSED CHOICE	11	14	7
Mildness	6	8	2
Just like them (no further information)	2	2	1
Liked the taste, flavor	1	2	1
Wanted filter cigarette	1	1	1
Found cigarette satisfying, pleasurable	*	1	-
Doesn't irritate throat; burn; bite	*	1	-
Had more cigarette flavor	*	-	1
Wanted king size	*	-	1
Wanted regular size	*	-	1
Liked box, package	*	1	-
Other (attributes of cigarette that caused choice)	1	1	2
DIDN'T MENTION INFLUENCE; JUST MENTIONED ATTRIBUTE	8	12	4
JUST HAPPENED TO START WITH THEM--NO REASON	5	6	3
ANSWERED IN TERMS OF STARTING TO SMOKE (NOT A PARTICULAR BRAND)	7	4	11
DON'T KNOW OR NO ANSWER	6	5	7

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001252840

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college is located in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2153 (100%)	178 (100%)	275 (100%)	557 (100%)	402 (100%)	216 (100%)	50** (100%)	120 (100%)	71** (100%)	284 (100%)
	%	%	%	%	%	%	%	%	%	%
PALL MALL (K)	21	20	15	21	25	21	22	26	11	17
LUCKY STRIKE (R)	15	9	10	19	11	17	22	15	11	21
CHESTERFIELD (R)	7	10	13	6	9	5	6	4	6	3
CHESTERFIELD (K)	6	4	4	6	6	10	10	11	3	6
WINSTON (F)	10	15	5	10	14	17	10	4	8	5
VICEROY (F)	10	3	5	10	12	5	12	20	13	15
L & M (F-K)	8	11	6	8	5	9	4	4	15	9
L & M (F-R)	1	3	1	1	2	1	-	-	-	2
MARLBORO (F)	7	11	20	4	3	5	6	6	6	8
CAMEL (R)	4	-	4	4	4	3	-	4	10	6
PHILIP MORRIS (R)	3	3	4	3	2	2	-	2	4	1
PHILIP MORRIS (K)	1	1	-	1	2	-	-	-	-	2
HERBERT TAREYTON (F)	2	1	3	3	1	1	4	1	-	1
HERBERT TAREYTON (K)	*	-	*	*	-	-	-	-	-	1
OLD GOLD (R)	1	1	1	1	1	1	-	-	3	1
OLD GOLD (F)	1	-	*	1	1	*	4	-	3	-
OLD GOLD (K)	*	1	-	-	*	-	-	-	3	*
RALEIGH (K)	1	-	1	*	1	-	-	-	-	1
RALEIGH (R)	*	-	1	-	-	1	-	-	-	-
KOOL (R)	*	-	1	-	-	-	-	2	3	-
KOOL (K)	*	-	1	*	-	-	-	-	-	-
KENT (F)	*	1	-	1	-	-	-	-	-	1
PARLIAMENT (F)	*	2	1	-	*	-	-	-	-	-
REGENT (R)	*	-	1	-	-	-	-	-	-	-
REGENT (F)	*	-	-	-	-	-	-	-	1	-
CAVALIER (K)	*	-	-	*	-	-	-	-	-	-
OTHER REGULAR	1	2	-	*	-	1	-	1	-	-
OTHER FILTER	*	-	-	*	*	-	-	-	-	-
DON'T KNOW	1	2	3	1	1	1	-	-	-	-
Summary										
REGULAR SIZE	31	25	35	33	27	29	28	27	37	32
KING SIZE	29	26	22	29	34	31	32	38	17	27
FILTER TIP	39	47	40	37	38	39	40	35	46	41
DON'T KNOW	1	2	3	1	1	1	-	-	-	-

*Less than .5 per cent.
**Percentages based on less than 100 cases are often unreliable.

1001752850

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college newspaper: Carries the Max Shulman column	Analyzed by respondents whose college newspaper: Does not carry the Max Shulman column	Analyzed by respondents whose college newspaper: Carries Marlboro advertising	Analyzed by respondents whose college newspaper: Does not carry Marlboro advertising
Number of respondents	2153 (100%)	1427 (100%)	726 (100%)	1473 (100%)	680 (100%)
	%	%	%	%	%
PALL MALL (K)	21	22	18	22	18
LUCKY STRIKE (R)	15	15	15	15	15
CHESTERFIELD (R)	7	7	8	7	7
CHESTERFIELD (K)	6	6	6	6	6
WINSTON (F)	10	9	14	9	13
VICEROY (F)	10	11	8	9	11
L & M (F-K)	8	7	8	8	8
L & M (F-R)	1	1	2	1	1
MARLBORO (F)	7	6	9	7	7
CAMEL (R)	4	4	3	4	3
PHILIP MORRIS (R)	3	2	3	2	3
PHILIP MORRIS (K)	1	1	1	1	1
HERBERT TAREYTON (F)	2	2	1	2	2
HERBERT TAREYTON (K)	*	*	*	*	*
OLD GOLD (R)	1	1	1	1	1
OLD GOLD (F)	1	1	1	1	1
OLD GOLD (K)	*	*	*	*	*
RALEIGH (K)	1	1	*	1	*
RALEIGH (R)	*	1	*	*	-
KOOL (R)	*	1	-	1	-
KOOL (K)	*	*	-	*	-
KENT (F)	*	*	*	*	1
PARLIAMENT (F)	*	*	*	*	1
REGENT (R)	*	-	*	*	-
REGENT (F)	*	*	-	*	-
CAVALIER (K)	*	*	-	*	-
OTHER REGULAR	1	1	*	1	-
OTHER FILTER	*	*	*	*	*
DON'T KNOW	1	1	2	2	1
Summary					
REGULAR SIZE	31	31	30	31	29
KING SIZE	29	31	26	30	26
FILTER TIP	39	38	41	38	44
DON'T KNOW	1	*	3	1	1

*less than .5 per cent

1001252853

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
VICEROY (F)	25	14	38
PHILIP MORRIS (R)	15	22	6
PHILIP MORRIS (K)	4	5	3
PALL MALL (K)	14	18	8
WINSTON (F)	12	10	14
CHESTERFIELD (R)	5	6	4
CHESTERFIELD (K)	1	2	1
MARLBORO (F)	5	4	6
LUCKY STRIKE (R)	4	6	1
HERBERT TAREYTON (F)	2	1	4
HERBERT TAREYTON (K)	1	1	1
HERBERT TAREYTON (R)	1	-	1
CAMEL (R)	3	6	1
L & M (F-K)	2	1	4
L & M (F-R)	1	1	1
KOOL (K)	2	1	2
KOOL (R)	1	-	1
KENT (F)	1	1	1
OLD GOLD (F)	1	1	1
CAVALIER (K)	*	-	1
PARLIAMENT (F)	*	-	1
DON'T KNOW	*	*	-
Summary			
REGULAR SIZE	29	39	15
KING SIZE	22	27	15
FILTER TIP	49	34	70
DON'T KNOW	*	*	-

*Less than .5 per cent

1001252860

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes

Asked of all cigarette smokers--

	Total cigarette smokers	Analyzed by Question 7a: Philip Morris (R & K)	Camel	Chesterfield (R & K)
Number of respondents	2153 (100%)	131 (100%)	180 (100%)	421 (100%)
	%	%	%	%
PALL MALL (K)	21	17	16	27
LUCKY STRIKE	15	23	21	16
CHESTERFIELD (R)	7	15	6	(7)***
CHESTERFIELD (K)	6	3	7	(8)***
WINSTON (F)	11	2	14	7
VICEROY (F)	10	6	6	7
L & M (F-K)	8	4	2	8
L & M (F-R)	1	1	2	3
MARLBORO	7	8	3	6
CAMEL (R)	4	2	(14)***	3
PHILIP MORRIS (R)	3	(10)***	2	2
PHILIP MORRIS (K)	1	(3)***	-	2
HERBERT TAREYTON (F)	2	1	1	1
HERBERT TAREYTON (K)	*	-	2	-
OLD GOLD (R)	1	3	1	1
OLD GOLD (F)	1	-	-	*
OLD GOLD (K)	*	-	-	-
RALEIGH (K)	1	-	1	1
RALEIGH (R)	*	-	-	*
KOOL (R)	*	2	1	-
KOOL (K)	*	-	-	*
KENT (F)	*	-	-	1
PARLIAMENT (F)	*	-	-	*
REGENT (R)	*	-	-	-
REGENT (F)	*	-	-	-
CAVALIER (K)	*	-	-	-
OTHER REGULAR	*	-	1	*
OTHER FILTER	*	-	-	*
DON'T KNOW	1	-	-	-
Summary				
REGULAR SIZE	31	55	46	29
KING SIZE	29	23	26	38
FILTER TIP	39	22	28	33
DON'T KNOW	1	-	-	-

*Less than

**Percentages based on less than

()***Respondents who are still smoking

1001752857

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college: Has a Philip Morris representative	Does not have a Philip Morris representative
Number of respondents	2153 (100%)	834 (100%)	1319 (100%)
	%	%	%
PALL MALL (K)	21	21	20
LUCKY STRIKE (R)	15	16	14
CHESTERFIELD (R)	7	5	9
CHESTERFIELD (K)	6	6	6
WINSTON (F)	10	9	11
VICEROY (F)	10	11	9
L & M (F-K)	8	7	8
L & M (F-R)	1	2	1
MARLBORO (F)	7	8	7
CAMEL (R)	4	4	4
PHILIP MORRIS (R)	3	2	3
PHILIP MORRIS (K)	1	1	1
HERBERT TAREYTON (F)	2	1	2
HERBERT TAREYTON (K)	*	*	*
OLD GOLD (R)	1	1	1
OLD GOLD (F)	1	1	1
OLD GOLD (K)	*	*	*
RALEIGH (K)	1	*	1
RALEIGH (R)	*	*	*
KOOL (R)	*	1	-
KOOL (K)	*	*	-
KENT (F)	*	1	*
PARLIAMENT (F)	*	1	*
REGENT (R)	*	-	*
REGENT (F)	*	*	-
CAVALIER (K)	*	-	*
OTHER REGULAR	1	1	1
OTHER FILTER	*	-	*
DON'T KNOW	1	1	1
Summary			
REGULAR SIZE	31	29	32
KING SIZE	29	30	28
FILTER TIP	39	40	39
DON'T KNOW	1	1	1

*Less than .5 per cent

1001752852

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

7a. What was the last brand you smoked most regularly before you smoked (present brand) ?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	318 (100%)	180 (100%)	138 (100%)
	%	%	%
PHILIP MORRIS (R)	20	21	19
PHILIP MORRIS (K)	4	4	5
LUCKY STRIKE (R)	11	16	4
VICEROY (F)	10	9	12
CHESTERFIELD (R)	6	8	5
CHESTERFIELD (K)	2	2	1
CAMEL (R)	8	9	6
PALL MALL (K)	6	7	6
L & M (F-K)	3	1	4
L & M (F-R)	1	1	1
HERBERT TAREYTON (F)	2	1	3
HERBERT TAREYTON (K)	1	1	1
HERBERT TAREYTON (R)	1	1	1
WINSTON (F)	3	2	4
KOOL (R)	2	1	3
KOOL (K)	1	1	-
KENT (F)	1	1	1
MARLBORO (F)	1	1	1
OLD GOLD (R)	1	1	1
PARLIAMENT (F)	1	-	1
RALEIGH (K)	*	-	1
SPUD (R)	*	1	-
OTHER REGULAR	1	1	1
NONE, DON'T KNOW OR NO ANSWER	16	13	19

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752864

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

do you now smoke most often?

47% of total sample

respondents who used to smoke:

Lucky Strike	Pall Mall	Viceroy	Other non-filter: Regular size	Other non-filter: King size	Other filter (R & K)	Roll own, none or don't know
357 (100%)	288 (100%)	201 (100%)	93** (100%)	56** (100%)	260 (100%)	179 (100%)
%	%	%	%	%	%	%
25	(21)***	20	23	32	11	17
(24)***	11	5	23	4	6	18
8	6	2	12	4	4	18
5	8	4	7	12	6	2
8	14	16	5	10	16	6
7	13	(23)***	4	5	15	7
4	12	13	1	5	11	8
*	1	1	2	-	2	1
4	4	12	7	4	17	8
5	4	2	1	-	2	3
3	1	-	4	-	1	5
1	1	*	-	-	1	-
*	3	2	1	10	2	2
-	-	-	-	2	-	1
1	-	-	-	-	-	2
-	*	-	4	4	1	1
1	*	-	-	4	-	-
1	1	-	-	-	-	-
-	-	-	2	-	-	-
-	-	-	1	-	1	-
-	-	-	-	4	-	-
1	-	-	-	-	1	-
*	-	-	-	-	2	-
-	-	-	-	-	1	-
-	-	-	-	-	-	1
1	-	-	-	-	-	-
1	-	-	3	-	-	-
-	-	-	-	-	*	-
-	-	-	-	-	-	-
42	22	9	46	8	14	46
34	31	24	30	54	18	20
24	47	67	24	38	68	34
-	-	-	-	-	-	-

.5 per cent
100 cases are often unreliable.
the same brand as reported in Question 7.

1001752858

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

7c. Who (else) did you know--either family or acquaintances--that smoked (present brand) when you changed to them?

Asked of respondents who formerly smoked a specific brand different from the one they now smoke--
72% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	231 (100%)	137 (100%)	94** (100%)
	%	%	%
FATHER	4	7	1
MOTHER	4	4	3
BROTHER	6	8	4
SISTER	2	1	4
OTHER MALE RELATIVE	4	4	4
OTHER FEMALE RELATIVE	4	3	5
ROOMMATE	10	7	13
MALE FRIEND	36	42	27
FEMALE FRIEND	29	18	45
NO ONE ELSE	19	23	15
DON'T KNOW OR NO ANSWER	8	6	11

**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252820

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

that smoked ___(present brand)___ when you changed to them?

smoked a specific brand different
of cigarette smokers

respondents whose college class is:

Junior and started smoking present brand:			Senior and started smoking present brand:		
Total	Before entering college	Since entering college	Total	Before entering college	Since entering college
435 (100%)	57** (100%)	363 (100%)	415 (100%)	47** (100%)	351 (100%)
%	%	%	%	%	%
3	-	3	5	4	4
5	-	5	4	6	3
2	7	1	1	-	1
2	4	2	3	4	3
4	-	4	1	2	*
3	-	4	2	-	2
8	4	9	5	4	5
34	30	35	28	28	29
20	14	22	18	2	20
32	42	30	37	36	39
9	12	7	10	17	8

.5 per cent
100 cases are often unreliable.
some respondents gave more than one answer.

1001752872

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes ____ 71–1 (Ask b)
No ____ 2 (Skip to d)

b. How many did you buy?

By the pack ____ 72– (write in #)
By the carton ____ 72– (write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

	c. Bought yesterday	d. Usually buy	
On campus			
Cafeteria or restaurant	73–1	74–1	
Campus store	2	2	
Vending machine in store or restaurant	3	3	
Vending machine elsewhere (dorm, fraternity, etc.)	4		
Other	5	4	
	(Skip to 35)	5	(Ask e)
Off campus			
Cafeteria or restaurant	6	6	
Grocery or supermarket	7	7	
Drugstore	8	8	
News-cigar stand or store	9	9	
Vending machine	0	0	
Other	X	X	

d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RECORD ABOVE)

e. Do you usually buy them by the pack or by the carton?

Pack ____ 75–1
Carton ____ 2

(ASK ALL MEN)

35a. Do you now ever smoke a pipe (as much as once a week)?

Yes ____ 54 1 (Ask b)
No ____ 2 (Skip to 36)

b. What brand of tobacco do you usually use?

Prince Albert	55–1	Edgeworth	56–1
Half & Half	2	George Washington	2
Velvet	3	Old Briar	3
Sir Walter Raleigh	4	Holiday	4
Kentucky Club	5	Bond Street	5
Model	6	Briggs	6
Union Leader	7	Revelation	7
Granger	8	Other	8
		Don't know	9

ASK EVERYONE

36a. Do you have a college radio station?

Yes ____ 57–1 (Ask b)
No ____ 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily ____ 57–3
Several times a week ____ 4
Once a week ____ 5
Less often ____ 6
(Ask c)
Never ____ 7 (Skip to 37)

c. Do they have any cigarette advertising on it?

Yes ____ 57–8
No ____ 9
Don't know ____ 0

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly ____ 58–1
Occasionally ____ 2
(Ask b)
Never ____ 3 (Skip to 38)

b. Do they have any cigarette advertising in it?

Yes ____ 58–4
No ____ 5
Don't know ____ 6

c. Do they carry a column by Max Shulman in it?

Yes ____ 58–7 (Ask d)
No ____ 8
Don't know ____ 9
(Skip to 38)

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like ____ 59–1 (Skip to f)
Dislike ____ 2
Feel so-so ____ 3
(Ask e)
Never read (vol.) ____ 4
Don't know ____ 5
(Skip to 38)

e. Why don't you like it?

60–

Don't know ____ Y

f. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand) ____ 61–1
Philip Morris ____ 2
Marlboro ____ 3
Parliament ____ 4
Other cigarettes ____ 5
Other products ____ 6
Don't know ____ 7

1001752780

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6b. How long have you been smoking (present brand) most often?

Asked of respondents who now have a regular brand--
99% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior	Female and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior
Number of respondents	2131 (100%)	1484 (100%)	350 (100%)	358 (100%)	400 (100%)	376 (100%)	647 (100%)	143 (100%)	169 (100%)	169 (100%)	166 (100%)
	%	%	%	%	%	%	%	%	%	%	%
LESS THAN 3 MONTHS	6	5	7	4	4	5	7	9	8	6	8
3 - 6 MONTHS	9	7	10	6	7	5	14	18	8	16	14
6 - 12 MONTHS	19	18	28	18	17	11	22	33	21	21	14
1 UP TO 2 YEARS	30	30	25	37	29	29	29	26	37	29	23
2 UP TO 3 YEARS	15	15	11	13	14	19	15	9	14	15	20
3 UP TO 4 YEARS	5	6	5	6	8	6	3	1	2	5	5
4 YEARS OR MORE	10	13	7	10	15	20	5	-	3	5	10
DON'T KNOW	*	-	-	-	-	-	*	1	-	-	1
NO ANSWER	6	6	7	6	6	5	5	3	7	3	5

*Less than .5 per cent

1001752861

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

to (brand tried last) ?

months have tried a single specific
smoke--48% of cigarette smokers

respondents who in the past 6 months have tried:

L & M	Old Gold	Pall Mall	Viceroy	Winston	Other non-filter (R & K)	Other filter (R & K)
123 (100%)	80** (100%)	75** (100%)	124 (100%)	145 (100%)	153 (100%)	74** (100%)
%	%	%	%	%	%	%
37	34	12	37	41	20	18
31	8	11	15	10	3	19
7	15	16	-	12	20	7
7	11	1	16	19	-	24
2	10	12	3	7	3	1
2	3	1	5	3	3	4
2	6	4	6	1	3	1
2	5	3	4	5	-	3
2	5	5	-	1	9	3
-	-	21	-	-	5	-
2	-	3	-	-	2	3
-	5	20	-	1	1	-
-	-	-	2	-	14	1
2	-	-	-	2	2	22
2	3	-	2	-	3	1
4	-	-	2	8	-	3
2	1	-	4	1	3	3
2	-	-	4	1	3	1
-	-	-	-	-	-	-
-	-	-	-	-	-	-
2	4	7	7	5	14	11
2	4	-	2	1	3	4
5	3	-	3	7	5	-

.5 per cent
100 cases are often unreliable.
some respondents gave more than one answer.

1001752880

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

7a. What was the last brand you smoked most regularly before you smoked (present brand)?

Asked of respondents who now have a regular brand--99% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior	Female and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior
Number of respondents	2131 (100%)	1484 (100%)	350 (100%)	358 (100%)	400 (100%)	376 (100%)	647 (100%)	143 (100%)	169 (100%)	169 (100%)	166 (100%)
	%	%	%	%	%	%	%	%	%	%	%
CHESTERFIELD (R)	13	15	9	17	16	18	8	5	7	9	12
CHESTERFIELD (K)	7	7	7	7	8	7	6	6	6	7	6
LUCKY STRIKE (R)	17	21	19	19	24	19	8	4	8	8	13
PALL MALL (K)	14	11	11	12	10	10	20	13	17	24	27
VICEROY (F)	9	6	9	6	6	3	18	23	20	16	16
CAMEL (R)	8	11	7	11	12	13	3	1	4	4	2
PHILIP MORRIS (R)	6	6	7	6	6	7	4	3	2	5	4
PHILIP MORRIS (K)	1	1	1	-	2	-	*	1	1	1	-
WINSTON (F)	4	3	4	4	3	2	7	9	7	8	4
L & M (F-K)	3	1	2	-	2	1	6	10	7	4	4
L & M (F-R)	1	1	2	1	2	2	1	1	2	-	1
OLD GOLD (R)	2	2	2	3	2	2	2	1	2	2	1
OLD GOLD (K)	1	1	2	-	1	-	*	1	-	-	-
OLD GOLD (F)	*	*	-	1	-	-	*	-	1	1	-
MARLBORO (F)	2	2	2	2	3	1	3	3	4	2	4
HERBERT TAREYTON (R)	*	*	-	*	-	-	1	1	1	-	1
HERBERT TAREYTON (F)	*	*	-	*	*	1	1	1	1	1	-
HERBERT TAREYTON (K)	1	1	2	*	*	1	1	-	3	1	1
PARLIAMENT (F)	1	*	-	1	*	-	2	3	4	1	-
KOOL (R)	1	1	2	1	-	-	*	1	-	1	-
KOOL (K)	*	*	1	-	*	-	*	-	-	-	1
KENT (F)	1	1	1	1	-	1	1	3	-	-	1
CAVALIER (K)	*	*	-	-	*	1	*	1	-	1	-
RALEIGH (R)	*	*	1	-	1	1	*	-	-	1	-
REGENT (K)	*	-	-	-	-	-	*	-	-	1	-
SPUD (R)	*	-	-	-	-	-	*	1	-	-	-
OTHER REGULAR	1	1	2	*	1	2	*	1	-	-	1
OTHER KING	*	*	-	-	*	1	*	-	-	1	-
ROLL YOUR OWN	*	*	-	*	-	-	-	-	-	-	-
NONE, DON'T KNOW OR NO ANSWER	9	9	11	8	6	12	9	13	8	9	7

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752863

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

brand) and change to (present brand) ?

a specific brand different
of cigarette smokers

Question 6a: respondents whose present regular brand is:

Chesterfield (R & K)	L & M (R & K)	Lucky Strike	Pall Mall	Viceroy	Winston	Other non-filter (R & K)	Other filter (R & K)
205 (100%)	160 (100%)	206 (100%)	349 (100%)	151 (100%)	186 (100%)	54** (100%)	57** (100%)
%	%	%	%	%	%	%	%
14	27	17	32	28	34	13	30
-	15	1	1	18	20	2	19
4	-	-	23	3	1	4	-
2	-	5	4	1	1	4	4
5	-	3	4	-	-	-	-
2	1	1	1	-	2	-	-
-	-	-	-	-	1	-	-
1	13	7	1	7	10	4	7
15	18	13	19	23	24	28	16
21	16	20	18	6	15	30	14
12	33	12	10	26	18	19	20
8	17	10	9	11	9	17	7
1	15	-	-	11	11	-	11
-	1	1	*	3	-	-	-
-	1	-	-	-	-	-	2
4	1	1	1	2	1	2	-
18	16	2	8	21	10	9	12
9	1	8	6	1	4	-	4
9	3	8	4	1	2	-	-
-	-	*	1	-	-	-	4
2	-	7	3	-	1	6	-
6	1	2	3	5	2	6	2
1	3	-	1	5	4	-	7
4	2	3	5	1	2	-	-
*	1	1	3	2	2	-	-
1	2	1	1	4	1	4	2
1	1	5	1	-	1	-	2
-	1	-	-	1	1	-	-
-	1	-	-	-	1	-	2
5	3	3	4	5	5	19	9
7	8	11	6	5	4	4	14

.5 per cent
100 cases are often unreliable.
than group totals because some respondents gave more than one answer.

1001752868

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Male and whose college class is: Total	Fresh-man	Sopho-more	Junior	Senior	Female and whose college class is: Total	Fresh-man	Sopho-more	Junior	Senior
Number of respondents	2153 (100%)	1500 (100%)	356 (100%)	360 (100%)	402 (100%)	382 (100%)	653 (100%)	146 (100%)	170 (100%)	169 (100%)	168 (100%)
	%	%	%	%	%	%	%	%	%	%	%
PALL MALL (K)	21	21	18	23	20	23	20	13	24	17	23
LUCKY STRIKE (R)	15	20	25	21	16	18	5	2	4	8	4
CHESTERFIELD (R)	7	9	7	8	10	9	4	5	4	3	3
CHESTERFIELD (K)	6	6	7	4	6	8	6	5	6	8	7
WINSTON (F)	10	9	12	10	8	7	12	15	14	13	9
VICEROY (F)	10	6	7	5	6	4	20	20	19	22	18
L & M (F-K)	8	6	3	6	4	9	13	17	9	15	10
L & M (F-R)	1	1	1	3	-	1	2	1	*	3	2
MARLBORO (F)	7	7	5	7	8	6	9	8	10	7	10
CAMEL (R)	4	5	2	4	7	5	2	1	2	1	2
PHILIP MORRIS (R)	3	3	4	4	3	1	1	1	1	-	2
PHILIP MORRIS (K)	1	1	1	1	2	-	*	-	-	1	-
HERBERT TAREYTON (F)	2	1	2	1	1	1	3	4	3	*	5
HERBERT TAREYTON (K)	*	*	1	-	-	-	*	-	1	-	1
OLD GOLD (R)	1	1	*	*	1	2	*	1	-	-	-
OLD GOLD (F)	1	1	*	-	1	1	1	1	-	1	2
OLD GOLD (K)	*	*	*	-	-	1	*	-	1	-	*
RALEIGH (K)	1	1	-	1	1	2	-	-	-	-	-
RALEIGH (R)	*	*	-	-	1	-	-	-	-	-	-
KOOL (R)	*	*	1	-	1	-	*	-	-	*	1
KOOL (K)	*	-	-	-	-	-	*	-	*	*	*
KENT (F)	*	*	1	-	1	-	*	1	-	-	-
PARLIAMENT (F)	*	*	-	-	1	-	1	2	1	1	-
REGENT (R)	*	*	-	*	-	-	-	-	-	-	-
REGENT (F)	*	-	-	-	-	-	*	-	1	-	-
CAVALIER (K)	*	*	-	1	-	-	-	-	-	-	-
OTHER REGULAR	1	1	1	1	-	1	*	1	-	-	-
OTHER FILTER	*	*	-	-	1	-	*	-	-	-	*
DON'T KNOW	1	1	2	*	1	1	1	2	*	-	1
Summary											
REGULAR SIZE	31	39	41	39	40	37	12	11	11	13	11
KING SIZE	29	30	26	30	29	33	27	18	33	26	32
FILTER TIP	39	30	31	31	30	29	60	69	56	61	56
DON'T KNOW	1	1	2	*	1	1	1	2	*	-	1

*Less than .5 per cent

1001752818

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
LUCKY STRIKE	20	21	20
CAMEL	10	16	7
WINSTON	10	8	14
PHILIP MORRIS	10	8	11
CHESTERFIELD	8	13	2
KENT	6	7	5
VICEROY	5	2	9
PALL MALL	5	5	4
L & M	3	2	6
MARLBORO	3	2	4
OLD GOLD	2	2	2
PARLIAMENT	1	-	1
HERBERT TAREYTON	1	1	-
CAVALIER	1	1	1
KOOL	*	1	-
OTHER FILTER	1	1	2
OTHER KING	1	1	1
NONE, DON'T KNOW OR NO ANSWER	14	13	16

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752884

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of?

Asked of respondents who now have a regular brand--
99% of cigarette smokers

	Total asked this question	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2131 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
WINSTON (F)	11	11	12	10
VICEROY (F)	9	7	9	10
L & M (F-K)	6	5	6	8
L & M (F-R)	2	5	2	1
MARLBORO (F)	8	8	7	8
CHESTERFIELD (R)	4	9	2	2
CHESTERFIELD (K)	4	3	5	3
OLD GOLD (F)	4	5	5	4
OLD GOLD (K)	2	2	3	1
OLD GOLD (R)	1	2	1	1
PALL MALL (K)	5	7	3	5
LUCKY STRIKE (R)	4	4	6	3
PHILIP MORRIS (R)	2	4	1	1
PHILIP MORRIS (K)	2	1	3	1
CAMEL (R)	3	4	3	1
HERBERT TAREYTON (F)	2	1	2	2
HERBERT TAREYTON (K)	1	1	-	1
HERBERT TAREYTON (R)	*	1	*	*
PARLIAMENT (F)	2	2	1	3
KOOL (R)	1	1	1	1
KOOL (K)	1	1	2	*
KENT (F)	2	*	1	3
CAVALIER (K)	1	1	1	1
RALEIGH (K)	*	*	1	*
RALEIGH (R)	*	*	-	-
REGENT (F)	*	*	-	*
REGENT (R)	*	-	-	*
SPUD (R)	*	*	-	*
OTHER FILTER	1	*	1	1
OTHER KING	*	*	*	*
OTHER REGULAR	*	*	*	*
NONE, DON'T KNOW OR NO ANSWER	41	41	39	42

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752876

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

12a. About how many cigarettes a day do you usually smoke?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
6 OR LESS	13	9	21
7 - 15	33	31	40
16 - 25	43	48	31
26 - 35	7	8	4
36 - 45	2	3	1
46 - 55	*	*	-
56 OR MORE	*	*	*
DON'T KNOW OR NO ANSWER	2	1	3

*Less than .5 per cent

1001752891

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

11a. Now the other way around--is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
OLD GOLD	5	7	3
CAMEL	5	5	5
KOOL	4	4	5
CHESTERFIELD	3	3	3
KENT	3	2	4
LUCKY STRIKE	2	2	3
VICEROY	1	2	-
OTHER REGULAR	1	1	1
WINSTON	1	1	-
PALL MALL	1	1	1
CAVALIER	1	1	-
MARLBORO	1	1	1
HERBERT TAREYTON	*	-	1
L & M	*	1	-
PARLIAMENT	*	*	-
PHILIP MORRIS	*	*	-
RALEIGH	*	*	-
OTHER FILTER	*	*	-
NONE OR DON'T KNOW	67	67	66
NO ANSWER	5	3	7

*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252887

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	318 (100%)	180 (100%)	138 (100%)
	%	%	%
MARLBORO (F)	12	10	14
WINSTON (F)	12	11	13
VICEROY (F)	8	12	2
PHILIP MORRIS (R)	4	4	4
PHILIP MORRIS (K)	2	3	1
PALL MALL (K)	6	8	4
L & M (F-R)	3	3	1
L & M (F-K)	3	2	3
PARLIAMENT (F)	5	3	7
HERBERT TAREYTON (R)	2	2	2
HERBERT TAREYTON (F)	1	1	1
HERBERT TAREYTON (K)	*	-	1
KOOL (R)	3	2	3
KOOL (K)	*	1	-
OLD GOLD (F)	2	1	2
OLD GOLD (R)	1	1	1
CHESTERFIELD (R)	1	2	-
CHESTERFIELD (K)	1	2	-
LUCKY STRIKE (R)	2	3	-
CAMEL (R)	1	2	-
CAVALIER (K)	1	1	-
KENT (F)	1	1	1
SPUD (R)	1	-	1
OTHER FILTER	1	1	1
OTHER REGULAR	*	1	-
NONE OR DON'T KNOW	42	38	47
NO ANSWER	4	4	4

*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752878

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

7b. How did you happen to leave (old brand) and change to (present brand) ?

Asked of respondents who smoked a specific brand, different from the one they now smoke--74% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1586 (100%)	1110 (100%)	476 (100%)
	%	%	%
PHYSICAL CHARACTERISTICS OF CIGARETTE	25	25	27
Wanted a filter cigarette (no further information)	9	8	11
Wanted king size cigarette	6	6	5
Wanted tighter packed cigarette	3	3	1
Wanted a non-filter cigarette; tired of filter cigarettes	2	2	3
Previous brand hard to draw; present brand easier to draw	1	1	2
Better, more effective filter	*	*	*
Other (physical characteristics of cigarette)	5	6	5
SOMEONE OFFERED, SUGGESTED PRESENT BRAND; PEOPLE AROUND ME SMOKED PRESENT BRAND	18	17	21
PREVIOUS BRAND TASTES BAD; PRESENT BRAND TASTES BETTER	18	17	19
HEALTH AND IRRITATION	16	17	16
Previous brand irritated throat, made me cough; present brand less harsh	10	10	9
Wanted a filter because feared cancer, better for health	5	5	5
Previous brand caused "cigarette hangover"	1	1	1
Doctor advised me to smoke present brand	*	*	*
Other (health and irritation)	1	1	2
PREVIOUS BRAND TOO STRONG; WANTED A MILD CIGARETTE (NO MENTION OF IRRITATION)	11	10	15
PRESENT BRAND TASTES LIKE A REAL CIGARETTE, HAS MORE FLAVOR; PRESENT BRAND SATISFIES, IS MORE SATISFYING	6	6	4
JUST FOR A CHANGE; CHANGE BRANDS PERIODICALLY (NO FURTHER INFORMATION)	4	5	3
LIKE PACKAGE OF PRESENT BRAND; DISLIKED PACKAGE OF PREVIOUS BRAND	3	3	3
PREVIOUS BRAND TOO MILD	3	3	2
JUST TRIED PRESENT BRAND AND LIKED THEM (NO FURTHER INFORMATION)	3	3	3
ADVERTISING	3	3	2
PREVIOUS BRAND NOT READILY AVAILABLE	3	3	2
PREVIOUS BRAND TOO EXPENSIVE; PRESENT BRAND POPULAR PRICED	2	1	2
PREVIOUS BRAND LEFT BAD AFTERTASTE	1	1	2
DISLIKED PREVIOUS BRAND (NO FURTHER INFORMATION)	1	1	2
NEW ON MARKET; CURIOUS ABOUT NEW BRAND	1	1	*
WANTED FILTER--TO PREVENT TEETH FROM BEING STAINED	*	-	1
ALL OTHER	5	5	5
DON'T KNOW OR NO ANSWER	7	7	6

1001752865

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

7b. How did you happen to leave (old brand) and change to (present brand) ?

Asked of respondents who smoked a specific brand, different from the one they now smoke--72% of Negro cigarette smokers

	Total asked this question
Number of respondents	231 (100%)
	%
PHYSICAL CHARACTERISTICS OF CIGARETTE	19
Wanted a filter cigarette (no further information)	7
Wanted king size cigarette	4
Wanted a non-filter cigarette; tired of filter cigarettes	2
Wanted tighter packed cigarette	2
Previous brand hard to draw; present brand easier to draw	1
Better, more effective filter	*
Other (physical characteristics of cigarette)	3
SOMEONE OFFERED, SUGGESTED PRESENT BRAND; PEOPLE AROUND ME SMOKED PRESENT BRAND	14
PREVIOUS BRAND TASTES BAD; PRESENT-BRAND TASTES BETTER	12
HEALTH AND IRRITATION	11
Previous brand irritated throat, made me cough; present brand less harsh	6
Wanted a filter because feared cancer, better for health	3
Previous brand caused "cigarette hangover"	*
Other (health and irritation)	2
PREVIOUS BRAND TOO STRONG; WANTED A MILD CIGARETTE (NO MENTION OF IRRITATION)	10
JUST FOR A CHANGE; CHANGE BRANDS PERIODICALLY (NO FURTHER INFORMATION)	7
JUST TRIED PRESENT BRAND AND LIKED THEM (NO FURTHER INFORMATION)	6
ADVERTISING	6
PRESENT BRAND TASTES LIKE A REAL CIGARETTE, HAS MORE FLAVOR; PRESENT BRAND SATISFIES, IS MORE SATISFYING	4
PREVIOUS BRAND NOT READILY AVAILABLE	2
LIKE PACKAGE OF PRESENT BRAND; DISLIKED PACKAGE OF PREVIOUS BRAND	2
PREVIOUS BRAND TOO EXPENSIVE; PRESENT BRAND POPULAR PRICED	2
DISLIKED PREVIOUS BRAND (NO FURTHER INFORMATION)	2
PREVIOUS BRAND TOO MILD	1
PREVIOUS BRAND LEFT BAD AFTERTASTE	1
NEW ON MARKET; CURIOUS ABOUT NEW BRAND	*
ALL OTHER	3
DON'T KNOW OR NO ANSWER	5

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752869

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

9b. Why didn't you change permanently to (brand tried last) ?

Asked of respondents who in the past 6 months have tried a single specific brand different from the one they now smoke--47% of Negro cigarette smokers

	Total asked this question
Number of respondents	149 (100%)
	%
DID NOT LIKE TASTE, FLAVOR, BAD TASTE	17
DISLIKE THE FILTER TIP	13
PREFER OWN BRAND, OTHER BRAND; BRAND TRIED NOT AS GOOD	9
JUST DIDN'T LIKE THEM (NO FURTHER INFORMATION)	9
TOO STRONG, HARSH; NOT AS SOOTHING, OWN BRAND MILDER	7
TOO MILD, WEAK; NOT STRONG ENOUGH, NOTHING TO THEM	5
DISLIKE KING SIZE, TOO LONG A SMOKE; PREFER REGULAR	4
WANT FILTER	4
TOO EXPENSIVE, NOT WORTH THE HIGHER PRICE	3
AVAILABILITY (COULDN'T GET OWN BRAND, COULDN'T GET BRAND TRIED)	3
JUST WANTED TO TRY THEM; FOR A CHANGE ONLY	2
SMOKE THEM ONLY FOR COLD, SORE THROAT, SICKNESS, ETC.	2
HABIT; TOO USED TO ONE BRAND, TYPE	2
NOT SATISFYING; GOT TIRED OF THEM	2
BURNED, IRRITATED THROAT, TONGUE, ETC.	1
TOO LOOSE; FALL APART	1
TOO HARD TO PUFF, TO DRAW ON	1
DISLIKE BOX, PACKAGE	1
ALL OTHER	5
DON'T KNOW	5
NO ANSWER	11

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752881

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

7c. Who (else) did you know--either family or acquaintances--

Asked of respondents who formerly from the one they now smoke--74%

		Analyzed by Question 6b:					
		Freshman and started smoking present brand:			Sophomore and started smoking present brand:		
	Total asked this question	Total	Before entering college	Since entering college	Total	Before entering college	Since entering college
Number of respondents	1586 (100%)	328 (100%)	243 (100%)	79** (100%)	408 (100%)	85** (100%)	300 (100%)
	%	%	%	%	%	%	%
FATHER	5	7	7	6	5	8	5
MOTHER	5	7	9	-	5	4	6
BROTHER	3	3	2	6	4	9	2
SISTER	3	4	3	6	2	2	1
OTHER MALE RELATIVE	2	2	2	4	3	5	2
OTHER FEMALE RELATIVE	3	2	2	3	3	7	2
ROOMMATE	7	6	8	1	7	-	9
MALE FRIEND	33	41	42	37	29	35	28
FEMALE FRIEND	21	20	19	25	25	24	26
NO ONE ELSE	32	27	28	27	28	29	28
DON'T KNOW OR NO ANSWER	8	5	5	4	8	4	8

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

1001752824

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

7b. How did you happen to leave (old brand) and change to (present brand)?

Asked of respondents who smoked a specific brand different from the one they now smoke--74% of cigarette smokers

	Total asked this question	Analyzed by respondents whose college class is: Fresh-man	Soph-omore	Junior	Senior
Number of respondents	1586 (100%)	328 (100%)	408 (100%)	435 (100%)	415 (100%)
	%	%	%	%	%
PHYSICAL CHARACTERISTICS OF CIGARETTE	25	26	26	24	27
Wanted a filter cigarette (no further information)	9	9	9	9	7
Wanted king size cigarette	6	6	6	6	7
Wanted tighter packed cigarette	3	3	2	2	3
Wanted a non-filter cigarette; tired of filter cigarettes	2	3	3	1	1
Previous brand hard to draw; present brand easier to draw	1	2	*	1	2
Better, more effective filter	*	-	*	1	*
Other (physical characteristics of cigarette)	5	4	7	4	7
SOMEONE OFFERED, SUGGESTED PRESENT BRAND; PEOPLE AROUND ME SMOKED PRESENT BRAND	18	19	22	18	13
PREVIOUS BRAND TASTES BAD; PRESENT BRAND TASTES BETTER	18	20	15	20	16
HEALTH AND IRRITATION	16	16	15	16	19
Previous brand irritated throat, made me cough; present brand less harsh	10	9	10	11	10
Wanted a filter because feared cancer, better for health	5	7	5	3	6
Previous brand caused "cigarette hangover"	1	*	*	1	1
Doctor advised me to smoke present brand	*	1	-	-	*
Other (health and irritation)	1	1	*	2	2
PREVIOUS BRAND TOO STRONG; WANTED A MILD CIGARETTE (NO MENTION OF IRRITATION)	11	9	9	13	14
PRESENT BRAND TASTES LIKE A REAL CIGARETTE, HAS MORE FLAVOR; PRESENT BRAND SATISFIES, IS MORE SATISFYING	6	7	4	6	5
JUST FOR A CHANGE; CHANGE BRANDS PERIODICALLY (NO FURTHER INFORMATION)	4	4	3	5	4
LIKE PACKAGE OF PRESENT BRAND; DISLIKED PACKAGE OF PREVIOUS BRAND	3	3	3	4	3
PREVIOUS BRAND TOO MILD	3	4	3	4	1
JUST TRIED PRESENT BRAND AND LIKED THEM (NO FURTHER INFORMATION)	3	3	4	2	2
ADVERTISING	3	2	5	1	3
PREVIOUS BRAND NOT READILY AVAILABLE	3	3	2	2	3
PREVIOUS BRAND TOO EXPENSIVE; PRESENT BRAND POPULAR PRICED	2	1	3	2	*
PREVIOUS BRAND LEFT BAD AFTERTASTE	1	1	2	2	1
DISLIKED PREVIOUS BRAND (NO FURTHER INFORMATION)	1	1	1	1	2
NEW ON MARKET; CURIOUS ABOUT NEW BRAND	1	-	*	1	1
WANTED FILTER--TO PREVENT TEETH FROM BEING STAINED	*	*	-	*	*
ALL OTHER	5	5	5	4	6
DON'T KNOW OR NO ANSWER	7	8	7	6	6

1001752866

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior	Female and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior
Number of respondents	2153 (100%)	1500 (100%)	356 (100%)	360 (100%)	402 (100%)	382 (100%)	653 (100%)	146 (100%)	170 (100%)	169 (100%)	168 (100%)
	%	%	%	%	%	%	%	%	%	%	%
LUCKY STRIKE	27	28	28	29	28	25	24	24	29	25	20
CHESTERFIELD	11	12	12	12	14	10	10	7	12	12	9
WINSTON	8	8	13	7	5	7	8	11	8	6	6
MARLBORO	5	6	7	5	5	7	4	5	1	5	4
CAMEL	5	6	4	10	5	6	3	5	4	1	2
PALL MALL	4	4	2	5	4	4	5	4	8	4	6
PHILIP MORRIS	4	4	2	4	5	3	6	6	7	5	7
VICEROY	4	3	2	4	5	3	5	6	4	5	6
OLD GOLD	4	4	3	6	3	5	3	4	2	4	1
L & M	3	3	4	2	4	3	4	5	2	2	6
PARLIAMENT	2	1	2	1	1	2	2	4	1	1	4
KENT	1	1	1	1	*	3	1	1	1	-	1
HERBERT TAREYTON	1	1	1	-	*	1	2	2	1	3	2
KOOL	*	*	1	-	-	-	1	1	-	1	1
RALEIGH	*	*	-	-	1	1	*	-	-	1	-
CAVALIER	*	*	-	1	-	-	*	1	1	-	-
REGENT	*	*	-	-	-	1	*	-	1	-	-
OTHER KING	*	*	-	-	*	1	-	-	-	-	-
OTHER REGULAR	*	*	-	1	-	-	-	-	-	-	-
NONE, DON'T KNOW OR NO ANSWER	22	20	19	17	21	23	26	17	25	30	29

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752882

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

12a. About how many cigarettes a day do you usually smoke?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers
Number of respondents	319 (100%)
	%
6 OR LESS	30
7 - 15	38
16 - 25	27
26 - 35	3
36 - 45	1
46 OR MORE	-
DON'T KNOW OR NO ANSWER	1

1001752895

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of?

Asked of respondents who now have a regular brand-- 99% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male and whose college class is: Total	Freshman	Sophomore	Junior	Senior	Female and whose college class is: Total	Freshman	Sophomore	Junior	Senior
Number of respondents	2131 (100%)	1484 (100%)	350 (100%)	358 (100%)	400 (100%)	376 (100%)	647 (100%)	143 (100%)	169 (100%)	169 (100%)	166 (100%)
	%	%	%	%	%	%	%	%	%	%	%
WINSTON (F)	11	10	12	9	14	6	12	15	11	14	10
VICEROY (F)	9	9	10	9	8	8	9	9	9	8	8
L & M (F-K)	6	6	9	6	6	5	7	7	8	5	6
L & M (F-R)	2	3	5	2	4	1	2	4	-	2	1
MARLBORO (F)	8	8	5	9	8	11	8	8	7	9	7
CHESTERFIELD (R)	4	4	3	4	5	5	2	3	3	1	3
CHESTERFIELD (K)	4	4	4	3	6	2	3	4	4	3	3
OLD GOLD (F)	4	5	5	4	7	3	3	2	4	5	2
OLD GOLD (K)	2	2	2	3	2	3	1	-	2	-	1
OLD GOLD (R)	1	1	2	1	2	1	*	-	1	-	1
PALL MALL (K)	5	5	6	4	6	4	4	3	2	8	4
LUCKY STRIKE (R)	4	5	4	5	5	4	4	6	3	4	2
PHILIP MORRIS (R)	2	3	3	1	3	3	*	-	1	-	-
PHILIP MORRIS (K)	2	2	3	2	1	2	2	1	2	2	1
CAMEL (R)	3	3	2	3	3	5	1	2	1	-	1
HERBERT TAREYTON (F)	2	2	3	1	1	2	2	3	1	2	2
HERBERT TAREYTON (K)	1	*	1	-	1	1	1	1	1	-	2
HERBERT TAREYTON (R)	*	*	-	1	1	-	1	-	1	-	2
PARLIAMENT (F)	2	2	2	2	1	3	2	3	2	1	2
KOOL (R)	1	1	1	2	1	1	1	1	1	-	1
KOOL (K)	1	1	-	2	1	1	1	-	-	1	1
KENT (F)	2	1	1	1	3	2	2	2	2	1	2
CAVALIER (K)	1	1	2	1	1	1	*	1	-	-	-
RALEIGH (K)	*	*	1	-	1	1	1	2	1	-	-
RALEIGH (R)	*	*	1	-	-	-	*	-	-	1	-
REGENT (F)	*	*	-	1	1	-	*	-	-	-	1
REGENT (R)	*	*	-	-	1	-	*	1	-	-	-
SPUD (R)	*	*	-	1	-	-	*	-	-	1	-
OTHER FILTER	1	1	2	1	1	-	*	1	-	-	1
OTHER KING	*	*	1	-	-	1	*	1	1	-	-
OTHER REGULAR	*	*	1	1	-	-	*	1	-	-	1
NONE, DON'T KNOW OR NO ANSWER	41	39	40	40	34	44	45	38	47	44	51

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252825

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

6a. What brand of cigarettes do you now smoke most often?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by Question 10: respondents who, on the basis of its advertising, would select: Philip Morris	Marlboro	Camel	Chesterfield	Lucky Strike	Winston	All other
Number of respondents	2153 (100%)	93** (100%)	115 (100%)	115 (100%)	247 (100%)	572 (100%)	163 (100%)	433 (100%)
	%	%	%	%	%	%	%	%
PALL MALL (K)	21	18	14	21	20	22	17	27
LUCKY STRIKE (R)	15	13	16	17	13	22	13	11
CHESTERFIELD (R)	7	10	2	10	12	6	4	5
CHESTERFIELD (K)	6	3	3	3	11	5	6	8
WINSTON (F)	10	3	9	11	10	8	27	8
VICEROY (F)	10	8	8	9	6	9	10	13
L & M (F-K)	8	3	3	3	7	7	5	9
L & M (F-R)	1	2	1	-	2	3	-	*
MARLBORO (F)	7	14	26	5	6	6	7	6
CAMEL (R)	4	3	2	10	3	3	5	4
PHILIP MORRIS (R)	3	10	5	2	4	2	1	1
PHILIP MORRIS (K)	1	7	-	-	-	1	-	*
HERBERT TAREYTON (F)	2	-	2	2	2	1	2	2
HERBERT TAREYTON (K)	*	-	-	1	-	*	-	1
OLD GOLD (R)	1	2	2	-	-	1	-	2
OLD GOLD (F)	1	-	2	-	*	1	1	*
OLD GOLD (K)	*	-	-	-	1	*	-	*
RALEIGH (K)	1	-	-	2	-	1	-	*
RALEIGH (R)	*	-	2	-	-	-	-	-
KOOL (R)	*	1	-	-	-	1	-	*
KOOL (K)	*	-	-	-	*	-	-	*
KENT (F)	*	1	-	-	1	*	-	1
PARLIAMENT (F)	*	-	-	-	-	*	-	1
REGENT (R)	*	-	-	-	-	*	-	*
REGENT (F)	*	1	-	-	-	*	-	*
CAVALIER (K)	*	-	-	2	-	-	-	-
OTHER REGULAR	1	1	-	-	1	-	-	-
OTHER FILTER	*	-	-	-	-	-	-	*
DON'T KNOW	1	-	3	2	1	1	2	1
Summary								
REGULAR SIZE	31	39	29	39	33	35	23	23
KING SIZE	29	28	17	29	32	29	23	36
FILTER TIP	39	32	51	30	34	35	52	40
DON'T KNOW	1	1	3	2	1	1	2	1

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001252859

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

11a. Now the other way around--is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior	Female and whose college class is: Total	Fresh-man	Soph-omore	Junior	Senior
Number of respondents	2153 (100%)	1500 (100%)	356 (100%)	360 (100%)	402 (100%)	382 (100%)	653 (100%)	146 (100%)	170 (100%)	169 (100%)	168 (100%)
	%	%	%	%	%	%	%	%	%	%	%
CAMEL	6	6	5	5	7	6	6	5	7	4	8
VICEROY	6	6	8	3	5	6	6	4	6	8	7
KOOL	6	5	4	4	6	5	7	5	5	9	7
OLD GOLD	5	5	3	6	7	4	5	4	6	5	4
MARLBORO	4	4	4	4	6	3	3	1	2	5	2
L & M	3	3	2	4	4	3	2	1	1	1	4
CHESTERFIELD	3	3	3	3	2	4	2	4	1	2	1
PHILIP MORRIS	2	2	2	1	2	3	3	1	5	4	3
WINSTON	2	2	3	2	3	2	2	1	2	2	1
KENT	2	2	3	2	2	1	2	4	2	1	1
HERBERT TAREYTON	2	2	1	2	2	2	2	2	2	1	5
LUCKY STRIKE	2	2	2	1	2	2	2	3	2	1	4
PARLIAMENT	1	2	2	1	2	2	1	1	1	1	1
RALEIGH	1	2	1	3	1	2	1	1	-	-	2
PALL MALL	1	1	1	3	1	1	1	2	1	1	1
CAVALIER	*	*	1	1	-	-	-	-	-	-	-
REGENT	*	-	-	-	-	-	*	-	-	-	1
OTHER FILTER	1	1	1	1	1	1	1	-	1	2	-
OTHER KING	*	*	1	-	1	-	-	-	-	-	-
OTHER REGULAR	*	*	-	-	1	-	-	-	-	-	-
NONE, DON'T KNOW OR NO ANSWER	54	54	54	55	48	58	56	63	57	55	51

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752885

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of?

Asked of respondents who now have a regular brand-- 99% of cigarette smokers

	Total asked this question	Analyzed by Question 10: respondents who, on the basis of its advertising, would select: Philip Morris	Marlboro	Camel	Chesterfield	Lucky Strike	Winston	All other
Number of respondents	2131 (100%)	93** (100%)	111 (100%)	113 (100%)	245 (100%)	568 (100%)	160 (100%)	429 (100%)
	%	%	%	%	%	%	%	%
WINSTON (F)	11	11	9	4	7	13	16	12
VICEROY (F)	9	9	8	9	11	8	9	9
L & M (F-K)	6	9	14	8	5	5	6	7
L & M (F-R)	2	2	2	4	1	3	1	2
MARLBORO (F)	8	10	10	8	10	8	6	5
CHESTERFIELD (R)	4	5	4	1	3	5	3	3
CHESTERFIELD (K)	4	4	3	2	3	3	4	6
OLD GOLD (F)	4	5	6	2	7	4	4	4
OLD GOLD (K)	2	-	4	2	2	1	4	3
OLD GOLD (R)	1	-	-	-	-	2	4	1
PALL MALL (K)	5	10	-	12	7	4	4	3
LUCKY STRIKE (R)	4	4	6	2	4	5	4	3
PHILIP MORRIS (R)	2	2	4	3	2	1	-	3
PHILIP MORRIS (K)	2	4	2	-	2	2	1	2
CAMEL (R)	3	4	-	4	2	2	1	4
HERBERT TAREYTON (F)	2	-	1	1	2	1	1	4
HERBERT TAREYTON (K)	1	1	-	-	1	1	-	1
HERBERT TAREYTON (R)	*	-	-	-	-	*	-	*
PARLIAMENT (F)	2	3	2	2	1	2	-	3
KOOL (R)	1	-	-	2	2	1	2	1
KOOL (K)	1	-	-	4	1	1	3	1
KENT (F)	2	-	-	-	2	1	-	3
CAVALIER (K)	1	1	-	2	1	1	1	1
RALEIGH (K)	*	-	-	-	-	1	1	-
RALEIGH (R)	*	-	1	-	-	*	-	*
REGENT (F)	*	-	3	-	-	-	-	-
REGENT (R)	*	-	-	-	-	-	1	-
SPUD (R)	*	2	-	-	-	-	-	*
OTHER FILTER	1	-	-	-	-	2	1	*
OTHER KING	*	-	-	-	*	*	-	1
OTHER REGULAR	*	-	-	-	1	-	-	*
NONE, DON'T KNOW OR NO ANSWER	41	32	41	38	40	40	36	38

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752872

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

12a. About how many cigarettes a day do you usually smoke?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:						
		17 and under	18	19	20	21	22-24	25 or over
Number of respondents	2153 (100%)	20** (100%)	273 (100%)	413 (100%)	451 (100%)	384 (100%)	403 (100%)	206 (100%)
	%	%	%	%	%	%	%	%
6 OR LESS	13	15	16	16	13	13	9	6
7 - 15	33	65	42	37	40	35	18	26
16 - 25	43	20	37	40	36	40	54	58
26 - 35	7	-	4	3	6	9	11	7
36 - 45	2	-	-	2	2	1	4	3
46 - 55	*	-	-	-	-	1	1	-
56 OR MORE	*	-	-	*	-	-	1	-
DON'T KNOW OR NO ANSWER	2	-	1	2	3	1	2	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001752892

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

12b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
TOO MANY	40	39	43
ALL RIGHT	49	51	45
DON'T KNOW	1	1	1
NO ANSWER	10	9	11

1001752896

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

8. Is there any other brand that you smoke fairly often just for a change from your regular brand?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	318 (100%)	180 (100%)	138 (100%)
	%	%	%
MARLBORO (F)	11	9	13
WINSTON (F)	11	9	13
PALL MALL (K)	10	12	9
PHILIP MORRIS (R)	7	6	8
PHILIP MORRIS (K)	2	2	1
VICEROY (F)	8	8	7
KOOL (R)	4	4	4
KOOL (K)	2	3	1
LUCKY STRIKE (R)	4	6	1
PARLIAMENT (F)	4	3	5
L & M (F-R)	2	1	2
L & M (F-K)	2	2	1
HERBERT TAREYTON (R)	1	-	1
HERBERT TAREYTON (K)	1	-	1
HERBERT TAREYTON (F)	1	1	1
OLD GOLD (R)	1	2	-
OLD GOLD (F)	1	-	1
CHESTERFIELD (R)	1	1	1
CHESTERFIELD (K)	*	1	-
CAMEL (R)	1	2	-
SPUD (R)	1	-	1
KENT (F)	1	1	1
CAVALIER (K)	*	-	1
OTHER REGULAR	1	1	-
OTHER KING	*	-	1
NONE, DON'T KNOW OR NO ANSWER	38	36	41

*Less than .5 per cent.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252824

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

11a. Now the other way around--is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college is located in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2153 (100%)	178 (100%)	275 (100%)	557 (100%)	402 (100%)	216 (100%)	50** (100%)	120 (100%)	71** (100%)	284 (100%)
	%	%	%	%	%	%	%	%	%	%
CAMEL	6	10	5	8	3	5	10	3	-	7
VICEROY	6	3	6	6	5	6	4	2	8	9
KOOL	6	3	6	6	5	5	-	7	7	8
OLD GOLD	5	7	8	5	5	2	6	4	3	4
MARLBORO	4	4	7	4	2	3	8	-	7	4
L & M	3	1	1	4	2	6	-	2	-	4
CHESTERFIELD	3	4	1	4	2	1	-	5	1	4
PHILIP MORRIS	2	4	2	4	1	1	-	3	-	3
WINSTON	2	-	*	2	2	2	4	2	-	5
KENT	2	-	1	3	2	3	-	3	-	3
HERBERT TAREYTON	2	3	3	1	1	5	-	2	-	1
LUCKY STRIKE	2	2	1	1	1	2	-	1	3	3
PARLIAMENT	1	2	4	*	1	1	-	2	-	2
RALEIGH	1	1	1	1	1	1	4	3	3	1
PALL MALL	1	1	4	1	1	-	-	-	-	2
CAVALIER	*	-	-	1	-	-	4	-	-	-
REGENT	*	-	*	-	-	-	-	-	-	-
OTHER FILTER	1	-	1	*	1	-	-	3	-	1
OTHER KING	*	1	1	*	-	-	-	-	-	1
OTHER REGULAR	*	-	-	-	1	1	-	-	-	-
NONE, DON'T KNOW OR NO ANSWER	54	56	48	50	65	58	60	58	68	46

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752886

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

12b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
TOO MANY	42	46	37
ALL RIGHT	40	38	44
DON'T KNOW	5	3	7
NO ANSWER	13	13	12

1001752899

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

12a. About how many cigarettes a day do you usually smoke?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter-tip cigarettes
Number of respondents	2153 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
6 OR LESS	13	9	8	19
7 - 15	33	32	31	37
16 - 25	43	47	48	35
26 - 35	7	6	9	6
36 - 45	2	3	3	1
46 - 55	*	1	-	*
56 OR MORE	*	*	-	*
DON'T KNOW OR NO ANSWER	2	2	1	2

*Less than .5 per cent

1001752894

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

about the advertising?

like to avoid a particular brand
advertising--45% of cigarette smokers

Question 11a: respondents who dislike the advertising of:

Camel	Chesterfield	Kool	L & M	Old Gold	Viceroy	Other filter and non-filter
127 (100%)	53** (100%)	116 (100%)	52** (100%)	107 (100%)	116 (100%)	263 (100%)
%	%	%	%	%	%	%
7	4	19	33	15	15	9
31	11	3	8	15	4	7
12	2	20	4	9	3	5
1	17	3	15	7	2	5
12	6	3	-	4	8	6
12	13	7	-	5	2	4
-	-	-	-	-	39	1
1	4	-	-	4	-	13
-	8	3	15	-	4	5
4	13	8	4	2	2	5
-	4	3	-	6	12	5
3	-	-	6	2	4	4
2	-	8	4	3	6	3
-	8	2	6	6	1	5
-	-	-	4	-	-	1
-	-	2	-	-	-	9
2	-	3	-	1	2	2
3	4	1	-	4	-	2
-	-	-	-	11	-	-
1	-	-	-	5	1	1
6	6	23	8	14	5	10
9	9	5	4	5	5	9

100 cases are often unreliable.
some respondents gave more than one answer.

1001752890

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select?

Asked of all cigarette smokers--
47% of total sample

		Analyzed by respondents who while attending college live in:			
	Total cigarette smokers	Dormitory	Fraternity or Sorority house	Own home	Other
Number of respondents	2153 (100%)	781 (100%)	314 (100%)	730 (100%)	315 (100%)
	%	%	%	%	%
LUCKY STRIKE	27	27	38	22	26
CHESTERFIELD	11	10	12	12	14
WINSTON	8	8	7	8	6
MARLBORO	5	6	2	5	8
CAMEL	5	3	6	8	4
PALL MALL	4	4	8	4	3
PHILIP MORRIS	4	5	3	3	6
VICEROY	4	3	6	4	4
OLD GOLD	4	4	2	2	7
L & M	3	4	3	3	3
PARLIAMENT	2	3	1	1	1
KENT	1	1	2	1	1
HERBERT TAREYTON	1	1	1	*	1
KOOL	*	1	-	*	-
RALEIGH	*	*	*	1	-
CAVALIER	*	*	1	-	-
REGENT	*	*	1	-	-
OTHER KING	*	*	-	-	1
OTHER REGULAR	*	-	1	-	-
NONE, DON'T KNOW OR NO ANSWER	22	22	13	27	18

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752883

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

8. Is there any other brand that you smoke fairly often just for a change from your regular brand?

Asked of respondents who now have a regular brand--
99% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male and whose college class is: Total	Freshman	Sophomore	Junior	Senior	Female and whose college class is: Total	Freshman	Sophomore	Junior	Senior
Number of respondents	2131 (100%)	1484 (100%)	350 (100%)	358 (100%)	400 (100%)	376 (100%)	647 (100%)	143 (100%)	169 (100%)	169 (100%)	166 (100%)
	%	%	%	%	%	%	%	%	%	%	%
PALL MALL (K)	8	8	10	6	9	9	8	9	7	7	9
WINSTON (F)	7	6	6	7	5	5	11	12	9	12	8
VICEROY (F)	6	5	6	6	3	4	9	13	10	6	8
CHESTERFIELD (R)	3	4	3	1	5	6	2	1	1	3	2
CHESTERFIELD (K)	3	3	2	3	3	2	3	4	4	4	2
LUCKY STRIKE (R)	5	5	5	2	6	6	4	7	5	3	3
L & M (F-K)	4	3	3	4	2	4	5	6	8	4	4
L & M (F-R)	1	1	1	2	1	2	-	-	-	-	-
MARLBORO (F)	4	4	4	2	6	4	6	5	8	5	6
PHILIP MORRIS (R)	2	2	2	2	2	2	2	2	2	2	2
PHILIP MORRIS (K)	1	1	1	1	1	2	1	1	1	1	1
CAMEL (R)	3	4	4	3	2	5	2	3	1	1	2
KOOL (R)	2	2	2	2	1	2	1	2	-	1	1
KOOL (K)	1	1	1	2	2	1	1	3	1	1	1
OLD GOLD (F)	1	1	2	1	1	*	2	1	1	2	2
OLD GOLD (R)	1	1	2	1	1	1	*	1	1	-	1
OLD GOLD (K)	1	1	1	1	1	-	*	-	-	-	1
HERBERT TAREYTON (F)	1	1	1	1	*	2	1	2	1	1	1
HERBERT TAREYTON (K)	1	*	-	-	1	*	1	-	2	1	-
HERBERT TAREYTON (R)	1	*	-	1	-	-	*	1	-	1	-
PARLIAMENT (F)	1	1	-	1	2	-	2	3	1	2	1
KENT (F)	1	*	-	1	1	*	1	2	1	1	1
REGENT (K)	*	*	-	1	-	-	*	-	-	1	1
REGENT (F)	*	*	-	1	-	-	-	-	-	-	-
RALEIGH (K)	*	*	-	-	*	-	-	-	-	-	-
RALEIGH (R)	*	-	-	-	-	-	*	-	1	-	-
CAVALIER (K)	*	*	-	-	1	-	-	-	-	-	-
SPUD (R)	*	*	1	1	-	-	-	-	-	-	-
OTHER REGULAR	*	1	1	1	*	*	-	-	-	-	-
OTHER KING	*	*	1	-	-	-	-	-	-	-	-
OTHER FILTER	*	-	-	-	-	-	*	-	1	-	-
NONE, DON'T KNOW OR NO ANSWER	53	54	52	57	54	53	51	44	49	55	55

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

10012528?3

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

12a. About how many cigarettes a day do you usually smoke?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college class is:			
		Freshman	Sophomore	Junior	Senior
Number of respondents	2153 (100%)	502 (100%)	530 (100%)	571 (100%)	550 (100%)
	%	%	%	%	%
6 OR LESS	13	15	13	12	12
7 - 15	33	38	37	29	31
16 - 25	43	40	40	48	43
26 - 35	7	4	6	6	11
36 - 45	2	2	2	3	1
46 - 55	*	-	*	*	*
56 OR MORE	*	*	-	*	-
DON'T KNOW OR NO ANSWER	2	1	2	2	2

*Less than .5 per cent

1001752893

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

11b. What don't you like

Asked of respondents who would
of cigarettes because of its

	Total asked this question	Analyzed by: Philip Morris	Analyzed by: Marlboro
Number of respondents	961 (100%)	50** (100%)	77** (100%)
	%	%	%
ADS ARE RIDICULOUS, POINTLESS, SILLY	12	2	5
ADVERTISING SOUNDS PHONY; TESTIMONIALS UNREAL, NOT CONVINCING	10	6	4
ADS ARE OLD; SAME AD FOR YEARS	8	14	-
ADS ARE TOO PUSHY, NOISY; OVERSELL	6	4	12
DISLIKE FALSE, MISLEADING CLAIMS	5	4	-
CLAIMS AREN'T BORNE OUT BY PERSONAL EXPERIENCE	5	4	-
DISLIKE "20,000 FILTERS" AD	5	-	-
DISLIKE USE OF SNOB APPEAL	5	4	3
DON'T LIKE JINGLES, MUSIC (NO FURTHER INFORMATION)	5	8	10
ADS ARE DULL, ORDINARY, UNIMAGINATIVE	5	6	1
TIRED OF THE REPETITION	4	-	3
INSULTS PEOPLE'S INTELLIGENCE	4	20	6
JUST DON'T LIKE ADS (NO FURTHER INFORMATION)	4	6	3
DISLIKE TV, RADIO PERSONALITY WHO ADVERTISES CIGARETTES	4	-	8
DISLIKE TATTOO, SCAR, HAND, PATCH, MARLBORO MODELS	3	-	36
DISLIKE, DISTRUST IDEA OF PREMIUMS, COUPONS	3	4	-
NO RELATIONSHIP BETWEEN PRODUCT AND ADVERTISING	2	-	10
ADS ARE NOT ATTRACTIVE	2	-	-
DISLIKE "TREAT INSTEAD OF A TREATMENT" AD	1	-	-
ADS ARE IN BAD TASTE	1	-	3
ALL OTHER	10	4	5
DON'T KNOW OR NO ANSWER	7	20	3

**Percentages based on less than

Note: Percentages add to more than 100% because

1001752889

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?
and
14b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is a filter tip--39% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	849 (100%)	456 (100%)	393 (100%)
	%	%	%
YES	23	25	21
When I'm out of cigarettes and am offered non-filtered	6	5	8
When I want more taste, a real cigarette	4	5	4
Just for a change	4	5	3
When I'm tired of, smoked too many filtered cigarettes	2	1	2
When I'm drinking	1	1	1
When I want to be relaxed	*	-	*
All other	5	7	3
No answer	1	1	1
NO	75	73	77
DON'T KNOW	2	2	2

*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752902

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

and

17b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is non-filter, king size--29% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	624 (100%)	446 (100%)	178 (100%)
	%	%	%
YES	20	19	22
When I don't have much time (between classes, at intermissions, etc.)	7	6	9
When I'm out of cigarettes and am offered regular size	4	5	5
Just for a change (no further information)	1	1	1
When I'm studying--something to do more often	1	*	1
All other	6	7	4
Don't know or no answer	1	*	2
NO	76	77	72
DON'T KNOW OR NO ANSWER	4	4	6

*Less than .5 per cent

1001752911

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

12b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter-tip cigarettes
Number of respondents	2153 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
TOO MANY	40	38	49	36
ALL RIGHT	49	51	40	54
DON'T KNOW	1	*	2	1
NO ANSWER	10	11	9	9

*Less than .5 per cent

1001752897

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

9b. Why didn't you change permanently

Asked of respondents who in the past 6 brand different from the one they now

	Total asked this question	Analyzed by Question 9a: Philip Morris (R & K)	Marlboro	Chesterfield (R & K)
Number of respondents	1035 (100%)	45** (100%)	116 (100%)	100 (100%)
	%	%	%	%
DID NOT LIKE TASTE, FLAVOR, BAD TASTE	30	33	30	29
TOO MILD, WEAK; NOT STRONG ENOUGH, NOTHING TO THEM	12	4	17	-
TOO STRONG, HARSH; NOT AS SOOTHING, OWN BRAND MILDER	11	22	7	8
DISLIKE THE FILTER TIP	10	-	17	2
BURNED, IRRITATED THROAT, TONGUE, ETC.	6	-	4	16
PREFER OWN BRAND, OTHER BRAND; BRAND TRIED NOT AS GOOD	5	16	7	9
JUST DIDN'T LIKE THEM (NO FURTHER INFORMATION)	4	4	1	10
DISLIKE BOX, PACKAGE	3	-	9	-
AVAILABILITY (COULDN'T GET OWN BRAND, COULDN'T GET BRAND TRIED)	3	-	2	2
WANT FILTER	3	2	9	5
TOO LOOSE; FALL APART	2	-	2	13
DISLIKE KING SIZE, TOO LONG A SMOKE; PREFER REGULAR	2	-	2	-
SMOKE THEM ONLY FOR COLD, SORE THROAT SICKNESS, ETC.	2	-	-	-
TOO EXPENSIVE, NOT WORTH THE HIGHER PRICE	2	-	-	-
HABIT; TOO USED TO ONE BRAND, TYPE	2	9	4	-
TOO HARD TO PUFF, TO DRAW ON	2	-	-	-
JUST WANTED TO TRY THEM; FOR A CHANGE ONLY	2	-	-	2
NOT SATISFYING; GOT TIRED OF THEM	2	4	1	-
ALL BRANDS ARE ALIKE; SEE NO DIFFERENCE IN THEM	*	7	-	-
HAVE CHANGED, OR WILL CHANGE TO BRAND TRIED	*	4	-	-
ALL OTHER	7	7	9	5
DON'T KNOW	3	2	6	6
NO ANSWER	3	-	1	-

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

1001752829

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

15a. Besides (present brand) what other filter tip cigarettes have you tried during the past year--by tried, I mean tried at least a pack of them?

Asked of all cigarette smokers whose regular brand is a filter tip--39% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	849 (100%)	456 (100%)	393 (100%)
	%	%	%
WINSTON	37	35	39
VICEROY	33	33	34
L & M	32	33	31
MARLBORO	25	25	25
OLD GOLD	15	17	13
HERBERT TAREYTON	10	10	10
KENT	10	11	9
PARLIAMENT	9	10	9
VOGUE	2	1	3
REGENT	1	1	1
OTHER	2	2	2
NONE, DON'T KNOW OR NO ANSWER	18	17	20

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752904

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?
and
14b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is a filter tip--
49% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	157 (100%)	61** (100%)	96** (100%)
	%	%	%
YES	35	33	37
When I'm out of cigarettes and am offered non-filtered	16	13	18
When I'm drinking	4	7	3
Just for a change	4	2	7
When I want more taste, a real cigarette	3	5	1
When I'm tired of, smoked too many filtered cigarettes	2	-	3
When I want to be relaxed	1	-	1
All other	4	5	4
No answer	1	2	-
NO	58	57	59
DON'T KNOW OR NO ANSWER	7	10	4

**Percentages based on less than 100 cases are often unreliable.
Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752903

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

15a. Besides (present brand) what other filter tip cigarettes have you tried during the past year--by tried, I mean tried at least a pack of them?

Asked of all cigarette smokers whose regular brand is a filter tip--49% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	157 (100%)	61** (100%)	96** (100%)
	%	%	%
WINSTON	39	36	41
MARLBORO	31	33	29
L & M	22	20	24
VICEROY	19	30	13
HERBERT TAREYTON	12	13	11
PARLIAMENT	11	5	16
KENT	6	10	3
OLD GOLD	4	3	4
VOGUE	1	-	1
OTHER	3	-	4
NONE, DON'T KNOW OR NO ANSWER	18	13	21

**Percentages based on less than 100 cases are often unreliable.

1001752906

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

and

17b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is non-filter, king size--22% of Negro cigarette smokers

	Total asked this question
Number of respondents	69** (100%)
	%
YES	42
When I'm out of cigarettes and am offered regular size	19
When I don't have much time (between classes, at intermissions, etc.)	6
When I'm studying--something to do more often	3
Just for a change (no further information)	1
All other	13
NO	51
DON'T KNOW OR NO ANSWER	7

**Percentages based on less than 100 cases are often unreliable.

1001752912

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

11b. What don't you like about the advertising?

Asked of respondents who would like to avoid a particular brand of cigarettes because of its advertising--28% of cigarette smokers

	Total asked this question
Number of respondents	89** (100%)
	%
CLAIMS AREN'T BORNE OUT BY PERSONAL EXPERIENCE	11
JUST DON'T LIKE ADS (NO FURTHER INFORMATION)	8
DISLIKE FALSE, MISLEADING CLAIMS	8
ADS ARE TOO PUSHY, NOISY; OVERSELL	8
ADVERTISING SOUNDS PHONY; TESTIMONIALS UNREAL, NOT CONVINCING	7
ADS ARE RIDICULOUS, POINTLESS, SILLY	6
ADS ARE NOT ATTRACTIVE	4
ADS ARE DULL, ORDINARY, UNIMAGINATIVE	3
ADS ARE OLD; SAME AD FOR YEARS	2
INSULTS PEOPLE'S INTELLIGENCE	2
DON'T LIKE JINGLES, MUSIC (NO FURTHER INFORMATION)	2
ADS ARE IN BAD TASTE	2
DISLIKE "TREAT INSTEAD OF A TREATMENT" AD	1
ALL OTHER	24
DON'T KNOW	9
NO ANSWER	7

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752888

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

16. Why do you smoke king size cigarettes instead of regular size?

Asked of all cigarette smokers whose regular brand is non-filter, king size--22% of Negro cigarette smokers

	Total asked this question
Number of respondents	69** (100%)
	%
MORE FOR YOUR MONEY; ECONOMICAL	45
LAST LONGER; LONGER SMOKE	26
LIKE BRAND OF CIGARETTE--DON'T CARE ABOUT LENGTH	10
CAN PUT IT DOWN AND STILL HAVE A SMOKE WHEN I PICK IT UP	7
SMOKE LESS WHEN SMOKING KING-SIZE	7
IT'S MORE CIGARETTE; IT'S LONGER	6
FILTERS THE SMOKE	4
REGULAR CIGARETTES DON'T SATISFY	3
LOOKS BETTER	3
COOLER	3
IT'S FASHIONABLE; IN VOGUE	1
MILDER	1
ALL OTHERS	3
DON'T KNOW OR NO ANSWER	1

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752910

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

and

19b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is non-filter, regular size--29% of Negro cigarette smokers

	Total asked this question
Number of respondents	92** (100%)
	%
YES	26
When I'm out socially; dressed formal	11
When I'm out of cigarettes and am offered king size	7
When I want, have time for cigarette which lasts longer (with a big cup of coffee, after a big meal, etc.)	2
Just for a change	1
All other	5
NO	63
DON'T KNOW	5
NO ANSWER	6

1001752916

**Percentages based on less than 100 cases are often unreliable.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

15a. Besides (present brand) what other filter tip cigarettes have you tried during the past year--by tried, I mean tried at least a pack of them?

Asked of all cigarette smokers whose regular brand is a filter tip--39% of cigarette smokers

	Total asked this question	Analyzed by respondents whose college is located in:							
		New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central and West South Central	Mountain	Pacific
Number of respondents	849 (100%)	84** (100%)	111 (100%)	205 (100%)	154 (100%)	84** (100%)	62** (100%)	33** (100%)	116 (100%)
	%	%	%	%	%	%	%	%	%
WINSTON	37	32	42	34	34	31	42	58	37
VICEROY	33	37	33	30	38	33	29	39	31
L & M	32	38	31	34	31	44	29	30	22
MARLBORO	25	37	29	21	21	30	23	9	25
OLD GOLD	15	18	16	16	17	18	18	12	7
HERBERT TAREYTON	10	11	13	7	14	10	8	6	12
KENT	10	6	12	11	9	6	16	21	9
PARLIAMENT	9	7	12	12	12	1	6	-	11
VOGUE	2	-	1	4	3	-	5	-	1
REGENT	1	4	-	*	-	2	-	-	1
OTHER	2	1	1	2	1	2	-	-	3
NONE, DON'T KNOW OR NO ANSWER	18	8	23	24	19	11	18	6	17

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752905

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

16. Why do you smoke king size cigarettes instead of regular size?

Asked of all cigarette smokers whose regular brand is non-filter, king size--29% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	624 (100%)	446 (100%)	178 (100%)
	%	%	%
LAST LONGER; LONGER SMOKE	27	26	28
MORE FOR YOUR MONEY; ECONOMICAL	23	26	18
LIKE BRAND OF CIGARETTE--DON'T CARE ABOUT LENGTH	12	10	18
IT'S MORE CIGARETTE; IT'S LONGER	9	10	7
CAN PUT IT DOWN AND STILL HAVE A SMOKE WHEN I PICK IT UP	6	7	4
FILTERS THE SMOKE	5	6	3
CAN SMOKE LESS CLOSE TO END	5	6	2
COOLER	5	5	5
MILDER	4	4	2
REGULAR CIGARETTES DON'T SATISFY	3	3	5
SMOKE LESS WHEN SMOKING KING-SIZE	3	3	4
LOOKS BETTER	1	1	3
EASIER, NICER TO HOLD	1	-	4
DON'T STAIN OR BURN FINGERS	1	*	1
IT'S FASHIONABLE; IN VOGUE	1	*	1
ALL OTHERS	6	6	6
DON'T KNOW OR NO ANSWER	8	7	11

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752909

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

Asked of all cigarette smokers whose regular brand is a filter tip--39% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	849 (100%)	456 (100%)	393 (100%)
	%	%	%
KEEPS TOBACCO OUT OF MOUTH	40	34	47
BECAUSE OF HEALTH, PHYSICAL EFFECTS	34	35	33
Throat irritation, harshness	11	10	12
Fear of cancer	8	9	7
Less nicotine	5	4	7
Better for you	4	4	3
Cough	2	4	1
Doctor's orders	*	1	-
Dentist's orders	*	*	-
Other (because of health, physical effects)	7	7	6
MILDER	33	29	38
TASTES BETTER	11	10	11
LIKE MOUTHPIECE, NO PAPER IN MOUTH	4	5	3
DOESN'T STAIN TEETH, HANDS	4	2	6
LESS TAR	3	4	2
DOESN'T STICK TO LIPS	2	3	1
CLEANER SMOKE	2	2	1
JUST LIKE THEM; HABIT NOW	2	1	2
FAMILY, BOY FRIEND, GIRL FRIEND SMOKES	1	1	1
CAN SMOKE MORE	1	1	1
LIKED BOX	*	1	-
INFLUENCE OF FRIENDS	*	*	*
BECAUSE OF ADVERTISING	*	-	1
TO CUT DOWN ON SMOKING	*	-	*
ALL OTHER	12	13	11
DON'T KNOW OR NO ANSWER	2	2	2

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001752900

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

Asked of all cigarette smokers whose regular brand is non-filter, regular size--29% of negro cigarette smokers

	Total asked this question
Number of respondents	92** (100%)
	%
KING SIZE ARE TOO LONG	45
Too long, too much of a smoke (no further information)	14
Takes too long to smoke, don't have time	14
Too much waste	10
Get bored with long smoke	8
You smoke too much	3
PREFER TASTE OF REGULAR SIZE CIGARETTES	17
Regular size have more, better taste	10
King size strong, bitter at the end	5
Other (prefer taste of regular size cigarettes)	2
REGULAR SIZE CIGARETTE IS ENOUGH OF A SMOKE; SATISFIES	10
HABIT; USED TO OWN BRAND	8
LIKE OWN BRAND AND IT DOESN'T COME IN KING SIZE	5
REGULAR SIZE BETTER, MORE FIRMLY PACKED	3
MAKES NO DIFFERENCE	1
ALL OTHER	12
DON'T KNOW	9
NO ANSWER	4

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001752914

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

20a. Have you tried any filter-tip cigarettes during the past year--by tried, I mean tried at least a pack of them?

and

20b. (If "yes") What brands have you tried at least a pack of during the past year?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by respondents who attend a: Men's college	Women's college	Co-ed college
Number of respondents	1304 (100%)	288 (100%)	35** (100%)	981 (100%)
	%	%	%	%
YES	73	75	69	73
Winston	35	38	37	34
L & M	29	36	31	26
Viceroy	28	22	31	30
Marlboro	19	24	14	18
Old Gold	9	13	6	7
Herbert Tareyton	7	3	17	7
Parliament	5	8	11	4
Kent	5	6	-	5
Vogue	1	1	3	1
Regent	*	1	-	*
Other	1	1	-	1
None, don't know or no answer	1	-	3	1
NO	23	21	17	24
NO ANSWER	4	4	14	3

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252919

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

12b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by Question 12a: respondents whose daily cigarette consumption is: 6 or less	7-15	16-25	26-35	36-45	46-55	56 or more
Number of respondents	2153 (100%)	273 (100%)	721 (100%)	922 (100%)	147 (100%)	46** (100%)	6** (100%)	3** (100%)
	%	%	%	%	%	%	%	%
TOO MANY	40	9	32	51	66	74	67	100
ALL RIGHT	49	81	57	40	30	22	33	-
DON'T KNOW	1	*	2	2	-	-	-	-
NO ANSWER	10	10	9	7	4	4	-	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001752898

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

Asked of all cigarette smokers whose regular brand is non-filter, regular size--31% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	658 (100%)	582 (100%)	76** (100%)
	%	%	%
KING SIZE ARE TOO LONG	54	54	54
Too long, too much of a smoke (no further information)	21	22	16
Takes too long to smoke, don't have time	11	11	16
Too much waste	9	8	12
You smoke too much	7	7	4
Never smoke regular cigarette completely anyway	4	4	3
Get bored with long smoke	2	1	5
Other (king size are too long)	1	1	1
LIKE OWN BRAND AND IT DOESN'T COME IN KING SIZE	12	11	14
KING SIZE CLUMSY; REGULARS EASIER TO HANDLE, TO CARRY	11	11	9
HABIT; USED TO OWN BRAND	10	11	4
PREFER TASTE OF REGULAR SIZE CIGARETTES	7	7	10
Regular size have more, better taste	4	4	9
King size strong, bitter at the end	1	1	1
Other (prefer taste of regular size cigarettes)	2	2	-
REGULAR SIZE CIGARETTE IS ENOUGH OF A SMOKE; SATISFIES	3	3	4
PREFER APPEARANCE OF REGULAR SIZE CIGARETTES	2	2	1
REGULAR SIZE BETTER, MORE FIRMLY PACKED	2	2	4
MAKES NO DIFFERENCE	2	2	1
ALL OTHER	10	10	9
DON'T KNOW	7	8	7
NO ANSWER	3	2	4

1001752913

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

7b. How did you happen to leave (old

Asked of respondents who smoked from the one they now smoke--74%

	Total asked this question	Analyzed by: Philip Morris (R & K)	Marlboro	Camel
Number of respondents	1586 (100%)	41** (100%)	125 (100%)	52** (100%)
	%	%	%	%
PHYSICAL CHARACTERISTICS OF CIGARETTE	25	20	36	7
Wanted a filter cigarette (no further information)	9	-	26	-
Wanted king size cigarette	6	-	1	-
Wanted tight, tighter packed cigarette	3	10	2	2
Wanted a non-filter cigarette; tired of filter cigarettes	2	-	-	4
Previous brand hard to draw; present brand easier to draw	1	-	3	-
Better, more effective filter	*	-	2	-
Other (physical characteristics of cigarette)	5	10	5	2
SOMEONE OFFERED, SUGGESTED PRESENT BRAND; PEOPLE AROUND ME SMOKED PRESENT BRAND	18	17	11	17
PREVIOUS BRAND TASTES BAD; PRESENT BRAND TASTES BETTER	18	22	21	21
HEALTH AND IRRITATION	16	12	17	10
Previous brand irritated throat, made me cough; present brand less harsh	10	12	6	10
Wanted a filter because feared cancer, better for health	5	-	10	-
Previous brand caused "cigarette hangover"	1	-	-	-
Doctor advised me to smoke present brand	*	-	-	-
Other (health and irritation)	1	-	1	-
PREVIOUS BRAND TOO STRONG; WANTED A MILD CIGARETTE (NO MENTION OF IRRITATION)	11	10	12	6
PRESENT BRAND TASTES LIKE A REAL CIGARETTE, HAS MORE FLAVOR; PRESENT BRAND SATISFIES, IS MORE SATISFYING	6	5	4	27
JUST FOR A CHANGE; CHANGE BRANDS PERIODICALLY (NO FURTHER INFORMATION)	4	5	-	8
LIKE PACKAGE OF PRESENT BRAND; DISLIKED PACKAGE OF PREVIOUS BRAND	3	5	35	-
PREVIOUS BRAND TOO MILD	3	5	4	12
JUST TRIED PRESENT BRAND AND LIKED THEM (NO FURTHER INFORMATION)	3	10	-	-
ADVERTISING	3	-	9	-
PREVIOUS BRAND NOT READILY AVAILABLE	3	-	2	-
PREVIOUS BRAND TOO EXPENSIVE; PRESENT BRAND POPULAR PRICED	2	5	2	-
PREVIOUS BRAND LEFT BAD AFTERTASTE	1	-	1	-
DISLIKED PREVIOUS BRAND (NO FURTHER INFORMATION)	1	-	1	-
NEW ON MARKET; CURIOUS ABOUT NEW BRAND	1	-	5	4
WANTED FILTER--TO PREVENT TEETH FROM BEING STAINED	*	-	-	-
ALL OTHER	5	5	5	-
DON'T KNOW OR NO ANSWER	7	5	2	8

*Less than

**Percentages based on less than

Note: Group totals add to more than 100%, and sub-totals may add to more

1001752867

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total smokers

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
FILTER	9	8	12
NON-FILTER	77	77	75
NO DIFFERENCE (volunteered)	9	11	7
DON'T KNOW OR NO ANSWER	5	4	6

1001752931

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

15b. Why do you prefer (present brand) to other brands of filter tips?

Asked of filter-tip smokers who have tried at least a pack of some other filter brand in the past year--83% of filter-tip smokers

	Total asked this question	Analyzed by Question 6a: respondents whose present regular filter-tip brand is: Marlboro	L & M (R & K)	Vice-roy	Winston	Other filter
Number of respondents	697 (100%)	131 (100%)	151 (100%)	171 (100%)	191 (100%)	53** (100%)
	%	%	%	%	%	%
PREFER TASTE, FLAVOR; DISLIKE OTHERS	39	36	44	36	45	28
MILDER, NOT AS STRONG	22	13	30	36	10	19
HAVE MORE TASTE, FLAVOR--OTHERS TOO MILD, TASTELESS	10	10	3	7	16	23
LIKE THE BOX; FEATURES OF THE BOX	9	45	-	-	-	9
HABIT; JUST LIKE THEM	8	2	10	11	10	4
LESS THROAT IRRITATION--DO NOT CAUSE COUGHING	5	1	11	6	4	4
EASY TO DRAW, TO SMOKE	4	7	4	3	5	-
BETTER FILTER, FILTERING, TYPE OF FILTER	3	5	3	4	1	4
CHEAPER, LESS EXPENSIVE	3	5	4	2	2	-
NO UNPLEASANT AFTERTASTE, AFTEREFFECTS	3	2	6	3	2	2
WELL MADE--BETTER PACKED	2	4	1	2	3	2
OTHER BRANDS HAVE ODD, PECULIAR TASTE	2	5	1	2	1	4
SIMILAR TO REGULAR, NON-FILTER BRAND	2	-	3	-	4	-
AVAILABILITY, CONVENIENCE	2	-	3	1	3	-
PREFER THE SIZE	1	-	3	-	1	4
LIKE THE TIP--DOESN'T LOOSEN, BREAK OFF; DOESN'T STICK TO LIPS	1	-	1	1	1	4
LESS NICOTINE, TAR, OTHER HARMFUL SUBSTANCES	1	-	1	-	2	-
MORE SATISFACTION, ENJOYMENT	1	2	-	1	1	2
LIKE THE LOOKS OF PACKAGE; DISLIKE LOOKS OF OTHER PACKAGES	*	-	1	1	1	-
ALL OTHER	7	5	11	5	8	9
DON'T KNOW OR NO ANSWER	9	4	9	8	13	15

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252902

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

20a. Have you tried any filter-tip cigarettes during the past year--by tried, I mean tried at least a pack of them?
and
20b. (If "yes") What brands have you tried at least a pack of during the past year?

Asked of all cigarette smokers whose regular brand is not a filter tip--
51% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	162 (100%)	120 (100%)	42** (100%)
	%	%	%
YES	73	73	74
Viceroy	33	34	29
Winston	30	30	31
Marlboro	25	24	29
L & M	11	10	14
Parliament	7	8	5
Herbert Tareyton	4	5	2
Old Gold	2	3	2
Kent	2	3	-
Vogue	1	1	-
Other	2	3	-
NO	23	23	24
NO ANSWER	4	4	2

**Percentages based on less than 100 cases are often unreliable.
Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752920

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier--filter or non-filter cigarettes?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers
Number of respondents	319 (100%)
	%
FILTER	18
NON-FILTER	70
NO DIFFERENCE (volunteered)	5
DON'T KNOW OR NO ANSWER	7

1001752934

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total smokers

	Total cigarette smokers	Analyzed by Question 20a: respondents who: Are not filter-tip cigarette smokers but during the past year have: Tried a filter-tip cigarette	Not tried a filter-tip cigarette	Are filter-tip cigarette smokers
Number of respondents	2153 (100%)	957 (100%)	300 (100%)	849 (100%)
	%	%	%	%
FILTER	9	5	6	16
NON-FILTER	77	85	76	65
NO DIFFERENCE (volunteered)	9	8	6	13
DON'T KNOW OR NO ANSWER	5	2	12	6

1001752933

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total smokers

	Total cigarette smokers	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2153 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
FILTER	9	4	7	16
NON-FILTER	77	83	84	66
NO DIFFERENCE (volunteered)	9	8	5	13
DON'T KNOW OR NO ANSWER	5	5	4	5

1001752932

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1304 (100%)	1044 (100%)	260 (100%)
	%	%	%
EXPECT TASTE TO IMPROVE	57	57	52
WON'T BE ABLE TO IMPROVE TASTE	28	30	23
DON'T KNOW OR NO ANSWER	15	13	25

1001752927

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24b. Which do you think is milder--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2153 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
FILTER	84	79	80	90
NON-FILTER	6	8	10	3
NO DIFFERENCE (volunteered)	5	5	6	5
DON'T KNOW OR NO ANSWER	5	8	4	2

1001752936

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by respondents who now smoke: Regular size cigarettes	Analyzed by respondents who now smoke: King size cigarettes
Number of respondents	1304 (100%)	658 (100%)	624 (100%)
	%	%	%
EXPECT TASTE TO IMPROVE	57	54	59
WON'T BE ABLE TO IMPROVE TASTE	28	30	27
DON'T KNOW OR NO ANSWER	15	16	14

1001752928

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

and

19b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is non-filter, regular size--31% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	658 (100%)	582 (100%)	76** (100%)
	%	%	%
YES	22	22	22
When I want, have time for cigarette which lasts longer (with a big cup of coffee, after a big meal, etc.)	8	7	10
Just for a change	3	3	-
When I'm out of cigarettes and am offered king size	3	3	-
When I'm out socially; dressed formal	2	1	5
All other	8	8	7
Don't know	1	1	-
NO	71	72	70
DON'T KNOW	4	3	4
NO ANSWER	3	3	4

1001752915

**Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

20a. Have you tried any filter-tip cigarettes during the past year--by tried, I mean tried at least a pack of them?

and

20b. (If "yes") What brands have you tried at least a pack of during the past year?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male and whose college class is: Total	Fresh-man	Sopho-more	Junior	Senior	Female and whose college class is: Total	Fresh-man	Sopho-more	Junior	Senior
Number of respondents	1304 (100%)	1044 (100%)	244 (100%)	248 (100%)	280 (100%)	272 (100%)	260 (100%)	45** (100%)	75** (100%)	66** (100%)	74** (100%)
	%	%	%	%	%	%	%	%	%	%	%
YES	73	73	77	75	69	71	76	84	75	77	70
Winston	35	35	39	39	31	31	37	47	35	35	35
L & M	29	29	34	31	24	28	28	38	20	38	20
Viceroy	28	26	30	24	25	25	39	44	39	38	36
Marlboro	19	19	25	17	20	15	18	22	23	18	12
Old Gold	9	9	10	6	11	7	9	9	5	12	9
Herbert Tareyton	7	7	9	6	4	8	7	16	5	2	9
Parliament	5	5	4	3	9	4	5	11	7	-	3
Kent	5	5	6	3	7	4	4	9	3	2	5
Vogue	1	1	1	-	1	1	1	2	-	2	1
Regent	*	*	-	1	1	-	-	-	-	-	-
Other	1	1	1	2	-	2	*	2	-	-	-
None or don't know	1	1	1	-	1	1	2	2	1	3	1
NO	23	24	21	21	27	25	20	9	22	18	26
NO ANSWER	4	3	2	4	4	4	4	7	3	5	4

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001252917

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24b. Which do you think is milder--filter or non-filter cigarettes?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers
Number of respondents	319 (100%)
	%
FILTER	79
NON-FILTER	13
NO DIFFERENCE (volunteered)	3
DON'T KNOW OR NO ANSWER	5

1001752938

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24b. Which do you think is milder--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by Question 20a: respondents who: Are not filter-tip cigarette smokers but during the past year have: Tried a filter-tip cigarette	Not tried a filter-tip cigarette	Are filter-tip cigarette smokers
Number of respondents	2153 (100%)	957 (100%)	300 (100%)	849 (100%)
	%	%	%	%
FILTER	84	82	67	90
NON-FILTER	6	8	12	3
NO DIFFERENCE (volunteered)	5	6	6	5
DON'T KNOW OR NO ANSWER	5	4	15	2

1001752937

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24c. Which do you think tastes better--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
FILTER	30	21	51
NON-FILTER	61	69	42
NO DIFFERENCE (volunteered)	5	6	3
DON'T KNOW OR NO ANSWER	4	4	4

1001752939

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

Asked of all cigarette smokers whose regular brand is a filter tip--
49% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	157 (100%)	61** (100%)	96** (100%)
	%	%	%
BECAUSE OF HEALTH, PHYSICAL EFFECTS	46	49	44
Less nicotine	18	25	14
Throat irritation, harshness	11	10	13
Better for you	10	11	8
Fear of cancer	3	3	3
Dentist's orders	1	2	-
Cough	1	-	1
Other (because of health, physical effects)	6	3	7
MILDER	25	23	26
KEEPS TOBACCO OUT OF MOUTH	21	18	23
JUST LIKE THEM; HABIT NOW	7	5	8
TASTES BETTER	6	7	6
BECAUSE OF ADVERTISING	2	3	1
DOESN'T STICK TO LIPS	2	5	-
CLEANER SMOKE	1	2	1
DOESN'T STAIN TEETH, HANDS	1	2	1
LESS TAR	1	2	1
LIKE MOUTHPIECE, NO PAPER IN MOUTH	1	-	1
ALL OTHER	15	20	11
DON'T KNOW OR NO ANSWER	2	-	3

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001752901

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?
and
22b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is not a filter tip--
51% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	162 (100%)	120 (100%)	42** (100%)
	%	%	%
YES	29	28	31
When I have a cold, sore throat	9	8	12
When I'm out of cigarettes and am offered a filter tip	7	8	5
When I've smoked too much (no further information)	4	5	2
Just for a change (no further information)	1	-	2
When I want a milder smoke	1	2	-
All other	7	7	7
Don't know or no answer	2	-	4
NO	61	62	57
DON'T KNOW	6	5	10
NO ANSWER	4	5	2

**Percentages based on less than 100 cases are often unreliable.
Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752926

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24c. Which do you think tastes better--filter or non-filter cigarettes?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers
Number of respondents	319 (100%)
	%
FILTER	44
NON-FILTER	51
NO DIFFERENCE (volunteered)	1
DON'T KNOW OR NO ANSWER	4

1001752942

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24c. Which do you think tastes better--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2153 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
FILTER	30	*	2	75
NON-FILTER	61	94	92	13
NO DIFFERENCE (volunteered)	5	3	3	8
DON'T KNOW OR NO ANSWER	4	3	3	4

*Less than .5 per cent

1001752940

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24c. Which do you think tastes better--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total sample

		Analyzed by Question 20a: respondents who:		
		Are not filter-tip cigarette smokers but during the past year have:		
	Total cigarette smokers	Tried a filter-tip cigarette	Not tried a filter-tip cigarette	Are filter-tip cigarette smokers
Number of respondents	2153 (100%)	957 (100%)	300 (100%)	849 (100%)
	%	%	%	%
FILTER	30	2	1	75
NON-FILTER	61	93	91	13
NO DIFFERENCE (volunteered)	5	4	1	8
DON'T KNOW OR NO ANSWER	4	1	7	4

1001752941

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Asked of all cigarette smokers whose regular brand is not a filter tip--
51% of Negro cigarette smokers

	Total asked this question
Number of respondents	162 (100%)
	%
EXPECT TASTE TO IMPROVE	54
WON'T BE ABLE TO IMPROVE TASTE	21
DON'T KNOW	22
NO ANSWER	3

1001752930

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

15b. Why do you prefer (present brand) to other brands of filter tips?

Asked of filter-tip smokers who have tried at least a pack of some other filter brand in the past year--
82% of Negro filter-tip smokers

	Total asked this question
Number of respondents	129 (100%)
	%
PREFER TASTE, FLAVOR; DISLIKE OTHERS	32
MILDER, NOT AS STRONG	26
HABIT; JUST LIKE THEM	9
LESS THROAT IRRITATION--DO NOT CAUSE COUGHING	7
BETTER FILTER, FILTERING, TYPE OF FILTER	5
HAVE MORE TASTE, FLAVOR--OTHERS TOO MILD, TASTELESS	5
MORE SATISFACTION, ENJOYMENT (NO FURTHER INFORMATION)	2
NO UNPLEASANT AFTERTASTE, AFTEREFFECTS	2
WELL MADE--BETTER PACKED	2
LESS NICOTINE, TAR, OTHER HARMFUL SUBSTANCES	1
LIKE THE TIP--DOESN'T LOOSEN, BREAK OFF; DOESN'T STICK TO LIPS	1
EASY TO DRAW, TO SMOKE	1
LIKE THE BOX; FEATURES OF THE BOX	1
LIKE THE LOOKS OF PACKAGE; DISLIKE LOOKS OF OTHER PACKAGES	1
PREFER THE SIZE	1
CHEAPER, LESS EXPENSIVE	1
AVAILABILITY, CONVENIENCE	1
BETTER FOR HEALTH--LESS HARMFUL	1
OTHER BRANDS HAVE ODD, PECULIAR TASTE	1
ALL OTHERS	1
DON'T KNOW	16

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

1001752908

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?
and
22b. (If "yes") Under what circumstances do you like to smoke them?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1304 (100%)	1044 (100%)	260 (100%)
	%	%	%
YES	26	24	36
When I have a cold, sore throat	13	12	17
When I've smoked too much (no further information)	4	3	7
Just for a change (no further information)	3	2	3
When I'm out of cigarettes and am offered a filter tip	1	1	3
When my hands are busy, can hold filter tip in my teeth	1	1	-
When I want a milder smoke	1	1	-
All other	5	4	5
Don't know or no answer	1	1	1
NO	70	73	59
DON'T KNOW OR NO ANSWER	4	3	5

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752925

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

25. All things considered, which do you think does the best job of filtering--the tobacco itself or a built-in filter?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers
Number of respondents	319 (100%)
	%
TOBACCO ITSELF	15
BUILT-IN FILTER	72
BOTH EQUAL (volunteered)	2
DON'T KNOW OR NO ANSWER	11

1001752944

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

24b. Which do you think is milder--filter or non-filter cigarettes?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
FILTER	84	82	88
NON-FILTER	6	7	5
NO DIFFERENCE (volunteered)	5	6	3
DON'T KNOW OR NO ANSWER	5	5	4

1001752935

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

20a. Have you tried any filter-tip cigarettes during the past year--by tried, I mean tried at least a pack of them?

and

20b. (If "yes") What brands have you tried at least a pack of during the past year?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by respondents whose college is located in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	1304 (100%)	94** (100%)	164 (100%)	352 (100%)	248 (100%)	132 (100%)	30** (100%)	78** (100%)	38** (100%)	168 (100%)
	%	%	%	%	%	%	%	%	%	%
YES	73	81	68	74	75	74	87	68	61	74
Winston	35	37	30	36	36	52	30	38	26	24
L & M	29	47	32	31	24	23	47	12	32	27
Viceroy	28	21	26	31	31	17	60	29	24	31
Marlboro	19	23	29	16	12	23	-	15	24	22
Old Gold	9	21	5	10	7	2	23	9	8	7
Herbert Tareyton	7	6	5	5	8	5	-	6	5	14
Parliament	5	14	9	5	2	2	-	4	-	7
Kent	5	2	9	7	6	2	-	3	-	2
Vogue	1	-	-	1	*	2	-	-	3	-
Regent	*	2	1	-	-	-	-	-	-	-
Other	1	2	1	1	1	-	-	1	-	1
None or don't know	1	1	2	1	1	-	-	-	3	2
NO	23	14	24	25	22	23	13	23	39	23
NO ANSWER	4	5	8	1	3	3	-	9	-	3

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

1001752918

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Asked of all cigarette smokers--
47% of total sample

	Total asked this question	Analyzed by respondents who attend a: Men's college	Women's college	Co-ed college
Number of respondents	2153 (100%)	402 (100%)	135 (100%)	1616 (100%)
	%	%	%	%
YES	63	72	75	60
NO	25	22	21	26
DON'T KNOW OR NO ANSWER	12	6	4	14

1001252955

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Asked of all cigarette smokers--
47% of total sample

	Total asked this question	Analyzed by respondents whose college: Has a Philip Morris representative	Does not have a Philip Morris representative
Number of respondents	2153 (100%)	834 (100%)	1319 (100%)
	%	%	%
YES	63	75	55
NO	25	15	32
DON'T KNOW OR NO ANSWER	12	10	13

1001752952

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Asked of all cigarette smokers
53% of Negro sample

	Total asked this question
Number of respondents	319 (100%)
	%
YES	75
NO	13
DON'T KNOW OR NO ANSWER	12

1001752959

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Asked of all cigarette smokers--
47% of total sample

	Total asked this question	Analyzed by respondents who while attending college live in: Dormitory	Fraternity or sorority house	Own home	Other
Number of respondents	2153 (100%)	781 (100%)	314 (100%)	730 (100%)	315 (100%)
	%	%	%	%	%
YES	63	72	83	48	56
NO	25	19	13	35	28
DON'T KNOW OR NO ANSWER	12	9	4	17	16

1001752958

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

25. All things considered, which do you think does the best job of filtering--the tobacco itself or a built-in filter?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2153 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
TOBACCO ITSELF	14	17	18	8
BUILT-IN FILTER	71	69	65	76
BOTH EQUAL (volunteered)	5	5	5	7
DON'T KNOW OR NO ANSWER	10	9	12	9

1001752943

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. (Card shown respondent) Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who attend a: Men's college	Women's college	Co-ed college
Number of respondents	2153 (100%)	402 (100%)	135 (100%)	1616 (100%)
	%	%	%	%
SPECIAL SALES LIKE SELLING TWO PACKS FOR THE PRICE OF ONE	69	67	81	68
GIVE OUT FREE PACKAGE OF CIGARETTES	60	57	70	60
ADVERTISE IN COLLEGE PAPER	29	36	16	28
RUN CAMPUS CONTESTS WITH PRIZES	21	15	20	23
PUT ON A GOOD TV SHOW	12	6	3	14
TRY TO GET STORES AROUND HERE TO PUSH HIS BRAND	11	7	7	12
PUT ON A GOOD RADIO PROGRAM OVER REGULAR NETWORK	9	8	8	9
ADVERTISE ON COLLEGE RADIO	9	22	3	6
SHOW A DOCUMENTARY FILM OF HOW CIGARETTES ARE MADE	8	7	7	9
GET SOME KEY STUDENTS TO START USING HIS BRAND	6	5	4	7
NONE, DON'T KNOW OR NO ANSWER	1	1	1	1

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752947

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

21. What don't you like about filter-tip cigarettes?

Asked of all cigarette smokers whose regular brand is not a filter tip--61% of cigarette smokers

	Total asked this question	Analyzed by Question 20a: respondents who during the past year have: Tried a filter-tip cigarette	Not tried a filter-tip cigarette
Number of respondents	1304 (100%)	957 (100%)	300 (100%)
	%	%	%
DISLIKE THE TASTE	68	69	69
They are tasteless; not enough taste, flavor	29	28	33
Taste is unlike real cigarette taste, true tobacco flavor	13	14	12
Too mild; not strong enough	9	8	11
Dislike the taste (no further information)	8	8	7
Dislike specific taste characteristics; tastes dry, dusty, sweet, etc.	6	7	3
You can taste the filter	4	5	4
Taste is different, odd, peculiar	4	4	3
Unpleasant aftertaste	2	2	2
Other (dislike the taste)	*	1	-
HARD TO DRAW	18	20	12
NOT SATISFYING	6	6	5
DON'T LIKE FEEL OF MOUTHPIECE	4	3	8
ALWAYS LIGHTING WRONG END	2	2	1
TOO EXPENSIVE	2	2	1
TOBACCO LOOSELY PACKED; CIGARETTE LOOSENS AT END OF FILTER	2	2	-
DON'T THINK THEY DO ANY GOOD; HAVE ANY EFFECT	1	2	1
MAKE YOU COUGH; GIVE YOU SORE THROAT	1	1	2
JUST DON'T ENJOY THEM; DON'T CARE FOR THEM	1	1	2
UNPLEASANT AFTEREFFECTS--CAUSES HEADACHES, NAUSEA	1	1	*
MAKES CIGARETTES TOO SHORT	1	1	-
JUST NOT USED TO SMOKING THEM	*	*	-
HOT NEAR FILTER	*	*	-
ALL OTHER	6	6	6
DON'T KNOW OR NO ANSWER	11	8	16

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001752923

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

INTERVIEWS IN NEGRO COLLEGES

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. (Card shown respondent) Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
GIVE OUT FREE PACKAGE OF CIGARETTES	64	59	70
SPECIAL SALES LIKE SELLING TWO PACKS FOR THE PRICE OF ONE	52	48	58
ADVERTISE IN COLLEGE PAPER	34	40	27
RUN CAMPUS CONTESTS WITH PRIZES	31	29	33
GET SOME KEY STUDENTS TO START USING HIS BRAND	18	16	20
SHOW A DOCUMENTARY FILM OF HOW CIGARETTES ARE MADE	18	18	17
TRY TO GET STORES AROUND HERE TO PUSH HIS BRAND	9	9	9
PUT ON A GOOD TV SHOW	8	10	6
PUT ON A GOOD RADIO PROGRAM OVER REGULAR NETWORK	5	7	3
ADVERTISE ON COLLEGE RADIO	3	3	2
NONE, DON'T KNOW OR NO ANSWER	3	4	1

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752949

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

21. What don't you like about filter-tip cigarettes?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes
Number of respondents	1304 (100%)	658 (100%)	624 (100%)
	%	%	%
DISLIKE THE TASTE	68	73	64
They are tasteless; not enough taste, flavor	29	32	25
Taste is unlike real cigarette taste, true tobacco flavor	13	12	14
Too mild; not strong enough	9	9	9
Dislike the taste (no further information)	8	10	6
Dislike specific taste characteristics; tastes dry, dusty, sweet, etc.	6	5	7
You can taste the filter	4	5	4
Taste is different, odd, peculiar	4	4	4
Unpleasant aftertaste	2	2	2
Other (dislike the taste)	*	1	-
HARD TO DRAW	18	18	19
NOT SATISFYING	6	5	7
DON'T LIKE FEEL OF MOUTHPIECE	4	4	4
ALWAYS LIGHTING WRONG END	2	1	3
TOO EXPENSIVE	2	2	1
TOBACCO LOOSELY PACKED; CIGARETTE LOOSENS AT END OF FILTER	2	2	1
DON'T THINK THEY DO ANY GOOD; HAVE ANY EFFECT	1	1	2
MAKE YOU COUGH; GIVE YOU SORE THROAT	1	1	2
JUST DON'T ENJOY THEM; DON'T CARE FOR THEM	1	2	1
UNPLEASANT AFTEREFFECTS--CAUSES HEADACHES, NAUSEA	1	1	1
MAKES CIGARETTES TOO SHORT	1	*	1
JUST NOT USED TO SMOKING THEM	*	*	*
HOT NEAR FILTER	*	*	-
ALL OTHER	6	5	6
DON'T KNOW OR NO ANSWER	11	10	11

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001752922

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

21. What don't you like about filter-tip cigarettes?

Asked of all cigarette smokers whose regular brand is not a filter tip--
51% of Negro cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	162 (100%)	120 (100%)	42** (100%)
	%	%	%
DISLIKE THE TASTE	51	55	38
They are tasteless; not enough taste, flavor	15	17	7
Taste is unlike real cigarette taste, true tobacco flavor	14	17	7
Too mild; not strong enough	10	10	10
Dislike the taste (no further information)	8	8	7
Taste is different, odd, peculiar	3	2	5
Unpleasant aftertaste	2	2	2
Dislike specific taste characteristics; tastes dry, dusty, sweet, etc.	2	2	-
You can taste the filter	1	1	-
HARD TO DRAW	27	30	17
TOO EXPENSIVE	3	3	2
NOT SATISFYING	2	2	2
DON'T THINK THEY DO ANY GOOD; HAVE ANY EFFECT	1	1	2
JUST DON'T ENJOY THEM; DON'T CARE FOR THEM	1	2	-
ALWAYS LIGHTING WRONG END	1	1	-
MAKES CIGARETTES TOO SHORT	1	1	-
JUST NOT USED TO SMOKING THEM	1	-	2
ALL OTHER	6	7	5
DON'T KNOW OR NO ANSWER	17	12	33

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001752924

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. (Card shown respondent) Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time?

Asked of all cigarette smokers--
47% of total sample

	Total asked this question	Analyzed by respondents who while attending college live in: Dormitory	Fraternity or sorority house	Own home	Other
Number of respondents	2153 (100%)	781 (100%)	314 (100%)	730 (100%)	315 (100%)
	%	%	%	%	%
SPECIAL SALES LIKE SELLING TWO PACKS FOR THE PRICE OF ONE	69	70	75	67	64
GIVE OUT FREE PACKAGE OF CIGARETTES	60	61	64	60	57
ADVERTISE IN COLLEGE PAPER	29	29	27	28	33
RUN CAMPUS CONTESTS WITH PRIZES	21	20	26	19	24
PUT ON A GOOD TV SHOW	12	7	13	14	16
TRY TO GET STORES AROUND HERE TO PUSH HIS BRAND	11	11	13	10	10
PUT ON A GOOD RADIO PROGRAM OVER REGULAR NETWORK	9	10	11	6	11
ADVERTISE ON COLLEGE RADIO	9	12	6	5	11
SHOW A DOCUMENTARY FILM OF HOW CIGARETTES ARE MADE	8	8	4	11	6
GET SOME KEY STUDENTS TO START USING HIS BRAND	6	6	9	7	3
NONE, DON'T KNOW OR NO ANSWER	1	1	1	1	2

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752948

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28b. What brands do you know of that have been passed out?

Asked of all cigarette smokers who said free cigarettes had been given out for students to try on their campus during the past year--63% of cigarette smokers

	Total asked this question	Analyzed by respondents whose college: Has a Philip Morris representative	Does not have a Philip Morris representative
Number of respondents	1354 (100%)	628 (100%)	726 (100%)
	%	%	%
WINSTON	54	53	56
CHESTERFIELD	41	36	45
LUCKY STRIKE	24	27	21
OLD GOLD	23	31	16
VICEROY	21	28	15
CAVALIER	18	16	20
PALL MALL	16	18	15
HERBERT TAREYTON	14	18	11
L & M	12	9	14
PHILIP MORRIS	10	19	2
CAMEL	7	7	7
MARLBORO	5	8	2
KENT	1	1	1
PARLIAMENT	1	1	*
OTHER	1	*	1
DON'T KNOW	4	3	4

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752963

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. (Card shown respondent) Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time?

Asked of all cigarette smokers--
47% of total sample

	Total asked this question	Analyzed by respondents whose college is located in:								
		New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2153 (100%)	178 (100%)	275 (100%)	557 (100%)	402 (100%)	216 (100%)	50** (100%)	120 (100%)	71** (100%)	284 (100%)
	%	%	%	%	%	%	%	%	%	%
SPECIAL SALES LIKE SELLING TWO PACKS FOR THE PRICE OF ONE	69	71	66	72	69	72	68	63	68	65
GIVE OUT FREE PACKAGE OF CIGARETTES	60	57	75	55	63	56	80	56	59	57
ADVERTISE IN COLLEGE PAPER	29	31	25	29	28	31	32	45	35	23
RUN CAMPUS CONTESTS WITH PRIZES	21	11	23	19	24	20	28	18	17	29
PUT ON A GOOD TV SHOW	12	3	4	11	15	8	16	18	14	20
TRY TO GET STORES AROUND HERE TO PUSH HIS BRAND	11	8	17	13	7	6	8	7	11	10
PUT ON A GOOD RADIO PROGRAM OVER REGULAR NETWORK	9	8	7	8	10	9	-	9	6	15
ADVERTISE ON COLLEGE RADIO	9	20	3	14	6	9	2	6	-	4
SHOW A DOCUMENTARY FILM OF HOW CIGARETTES ARE MADE	8	4	8	16	6	6	6	3	6	5
GET SOME KEY STUDENTS TO START USING HIS BRAND	6	4	3	8	6	7	6	13	6	5
NONE, DON'T KNOW OR NO ANSWER	1	2	1	1	1	2	-	-	3	2

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28b. What brands do you know of that have been passed out?

Asked of all cigarette smokers who said free cigarettes had been given out for students to try on their campus during the past year--63% of cigarette smokers

	Total asked this question	Analyzed by respondents who attend a: Men's college	Women's college	Co-ed college
Number of respondents	1354 (100%)	290 (100%)	101 (100%)	963 (100%)
	%	%	%	%
WINSTON	54	48	90	52
CHESTERFIELD	41	40	32	42
LUCKY STRIKE	24	20	10	27
OLD GOLD	23	31	10	22
VICEROY	21	16	4	25
CAVALIER	18	17	41	16
PALL MALL	16	10	10	19
HERBERT TAREYTON	14	6	10	17
L & M	12	11	9	13
PHILIP MORRIS	10	9	4	11
CAMEL	7	11	3	7
MARLBORO	5	3	8	5
KENT	1	1	2	1
PARLIAMENT	1	1	1	*
OTHER	1	-	1	1
DON'T KNOW	4	4	2	4

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752962

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

10017752970

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

21. What don't you like about filter-tip cigarettes?

Asked of all cigarette smokers whose regular brand is not a filter tip--61% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1304 (100%)	1044 (100%)	260 (100%)
	%	%	%
DISLIKE THE TASTE	68	69	65
They are tasteless; not enough taste, flavor	29	31	20
Taste is unlike real cigarette taste, true tobacco flavor	13	14	9
Too mild; not strong enough	9	9	8
Dislike the taste (no further information)	8	7	12
Dislike specific taste characteristics; tastes dry, dusty, sweet, etc.	6	4	11
You can taste the filter	4	5	4
Taste is different, odd, peculiar	4	3	6
Unpleasant aftertaste	2	2	3
Other (dislike the taste)	*	1	-
HARD TO DRAW	18	17	24
NOT SATISFYING	6	5	8
DON'T LIKE FEEL OF MOUTHPIECE	4	4	4
ALWAYS LIGHTING WRONG END	2	2	1
TOO EXPENSIVE	2	2	1
TOBACCO LOOSELY PACKED; CIGARETTE LOOSENS AT END OF FILTER	2	2	2
DON'T THINK THEY DO ANY GOOD; HAVE ANY EFFECT	1	2	1
MAKE YOU COUGH; GIVE YOU SORE THROAT	1	1	1
JUST DON'T ENJOY THEM; DON'T CARE FOR THEM	1	1	2
UNPLEASANT AFTEREFFECTS--CAUSES HEADACHES, NAUSEA	1	*	3
MAKES CIGARETTES TOO SHORT	1	1	1
JUST NOT USED TO SMOKING THEM	*	*	*
HOT NEAR FILTER	*	*	-
ALL OTHER	6	6	7
DON'T KNOW OR NO ANSWER	11	11	12

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001752921

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28b. What brands do you know of that have been passed out?

Asked of all cigarette smokers who said free cigarettes had been given out for students to try on their campus during the past year--63% of cigarette smokers

	Total asked this question	Analyzed by respondents who while attending college live in: Dormitory	Fraternity or sorority house	Own home	Other
Number of respondents	1354 (100%)	565 (100%)	261 (100%)	346 (100%)	176 (100%)
	%	%	%	%	%
WINSTON	54	61	64	40	46
CHESTERFIELD	41	35	54	38	44
LUCKY STRIKE	24	20	32	26	22
OLD GOLD	23	28	22	16	21
VICEROY	21	22	28	15	19
CAVALIER	18	17	27	16	12
PALL MALL	16	12	25	21	9
HERBERT TAREYTON	14	13	17	14	11
L & M	12	9	15	12	18
PHILIP MORRIS	10	11	17	4	10
CAMEL	7	6	12	7	6
MARLBORO	5	5	5	3	6
KENT	1	1	-	1	1
PARLIAMENT	1	1	-	-	-
OTHER	1	1	-	1	-
DON'T KNOW	4	2	3	7	5

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752961

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who attend a: Men's college	Women's college	Co-ed college
Number of respondents	2153 (100%)	402 (100%)	135 (100%)	1616 (100%)
	%	%	%	%
FRATERNITY, SORORITY MEMBERS; PRESIDENTS, KEY MEMBERS	18	9	1	21
LEADERS OF STUDENT GROUPS (NON-SOCIAL); I.E., STUDENT COUNCIL, STUDENT GOVERNMENT, CLASS PRESIDENTS, CLUBS, ETC.	18	25	13	16
ATHLETES; STAR ATHLETES	11	14	3	11
STUDENT LEADERS (NO FURTHER INFORMATION)	8	8	3	8
EXTROVERT TYPES; PEOPLE THAT "GET AROUND"; MEET LOTS OF PEOPLE	7	4	8	8
FACULTY MEMBERS; DEANS; UNIVERSITY PRESIDENTS	7	5	2	7
POPULAR STUDENTS	4	1	3	5
COUNSELORS OF FRATERNITIES; SORORITIES, DORMITORIES	2	*	7	3
CAMPUS POLITICIANS; POLITICAL LEADERS	2	1	-	3
PRETTIEST GIRLS ON CAMPUS; CAMPUS QUEENS; CHEER LEADERS, MAJORETTES	2	-	2	3
MEDICAL STUDENTS; NURSES	1	-	-	1
EDITORS; REPORTERS ON STUDENT NEWSPAPERS	1	2	-	1
ALL OTHER	9	7	9	9
DON'T BELIEVE IN "FOLLOW THE LEADER" THEORY	11	16	28	9
DON'T KNOW OR NO ANSWER	30	35	34	28

*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752951

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
FRATERNITY, SORORITY MEMBERS; PRESIDENTS, KEY MEMBERS	18	19	16
LEADERS OF STUDENT GROUPS (NON-SOCIAL); I.E., STUDENT COUNCIL, STUDENT GOVERNMENT, CLASS PRESIDENTS, CLUBS, ETC.	18	17	19
ATHLETES; STAR ATHLETES	11	13	8
STUDENT LEADERS (NO FURTHER INFORMATION)	8	8	9
EXTROVERT TYPES; PEOPLE THAT "GET AROUND"; MEET LOTS OF PEOPLE	7	6	11
FACULTY MEMBERS; DEANS; UNIVERSITY PRESIDENTS	7	7	6
POPULAR STUDENTS	4	4	5
COUNSELORS OF FRATERNITIES; SORORITIES, DORMITORIES	2	1	5
CAMPUS POLITICIANS; POLITICAL LEADERS	2	3	1
PRETTIEST GIRLS ON CAMPUS; CAMPUS QUEENS; CHEER LEADERS, MAJORETTES	2	2	2
MEDICAL STUDENTS; NURSES	1	1	1
EDITORS; REPORTERS ON STUDENT NEWSPAPERS	1	1	1
ALL OTHER	9	9	7
DON'T BELIEVE IN "FOLLOW THE LEADER" THEORY	11	10	15
DON'T KNOW OR NO ANSWER	30	31	27

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752950

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Asked of all cigarette smokers--
47% of total sample

	Total asked this question	Analyzed by respondents whose college is located in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2153 (100%)	178 (100%)	275 (100%)	557 (100%)	402 (100%)	216 (100%)	50** (100%)	120 (100%)	71** (100%)	28** (100%)
	%	%	%	%	%	%	%	%	%	%
YES	63	84	70	60	55	64	70	81	75	47
NO	25	12	14	28	31	29	14	14	14	36
DON'T KNOW OR NO ANSWER	12	4	16	12	14	7	16	5	11	17

**Percentages based on less than 100 cases are often unreliable.

1001752956

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Asked of all cigarette smokers whose regular brand is not a filter tip--
61% of cigarette smokers

	Total asked this question	Analyzed by Question 20a: respondents who during the past year have: Tried a filter-tip cigarette	Not tried a filter-tip cigarette
Number of respondents	1304 (100%)	957 (100%)	300 (100%)
	%	%	%
EXPECT TASTE TO IMPROVE	57	60	49
WON'T BE ABLE TO IMPROVE TASTE	28	29	27
DON'T KNOW OR NO ANSWER	15	11	24

1001752929

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. (Card shown respondent) Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	%	%	%
SPECIAL SALES LIKE SELLING TWO PACKS FOR THE PRICE OF ONE	69	66	75
GIVE OUT FREE PACKAGE OF CIGARETTES	60	57	69
ADVERTISE IN COLLEGE PAPER	29	31	24
RUN CAMPUS CONTESTS WITH PRIZES	21	22	20
PUT ON A GOOD TV SHOW	12	13	8
TRY TO GET STORES AROUND HERE TO PUSH HIS BRAND	11	10	11
PUT ON A GOOD RADIO PROGRAM OVER REGULAR NETWORK	9	9	8
ADVERTISE ON COLLEGE RADIO	9	10	5
SHOW A DOCUMENTARY FILM OF HOW CIGARETTES ARE MADE	8	9	6
GET SOME KEY STUDENTS TO START USING HIS BRAND	6	6	6
NONE, DON'T KNOW OR NO ANSWER	1	1	1

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752945

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

SUMMARY TABLE

28b. What brands do you know of that have been passed out?

28c. Were you given (brand) to try?

28d. Now how about the person who was giving out the (brand given) --did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other?

Asked of all cigarette smokers who said free cigarettes had been given out for students to try on their campus during the past year--63% of cigarette smokers

	Question 28b	Question 28c	Question 28d		
	Brands passed out	Respondent given cigarettes	Donor sold	No impression	Donor not sold (vol.)
Number of respondents	1354 (100%)	1354 (100%)	1354 (100%)	1354 (100%)	1354 (100%)
	%	%	%	%	%
CAMEL	7	6	1	4	1
CAVALIER	18	15	2	11	2
CHESTERFIELD	41	35	4	25	6
HERBERT TAREYTON	14	12	2	8	2
KENT	1	1	*	1	*
KOOL	-	-	-	-	-
L & M	12	10	2	6	2
LUCKY STRIKE	24	20	3	13	4
MARLBORO	5	4	1	2	1
OLD GOLD	23	20	2	14	4
PALL MALL	16	14	2	10	2
PARLIAMENT	1	*	*	*	*
PHILIP MORRIS	10	9	1	6	2
VICEROY	21	18	5	10	3
VOGUE	-	-	-	-	-
WINSTON	54	52	10	34	7
OTHER	1	-			
DON'T KNOW	4	-			

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001252964

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	%	%	%
LEADERS OF STUDENT GROUPS (NON-SOCIAL); I.E., STUDENT COUNCIL, STUDENT GOVERNMENT, CLASS PRESIDENTS, CLUBS, ETC.	14	18	9
POPULAR STUDENTS	11	12	11
ATHLETES; STAR ATHLETES	11	17	4
FRATERNITY, SORORITY MEMBERS; PRESIDENTS, KEY MEMBERS	11	12	10
EXTROVERT TYPES; PEOPLE THAT "GET AROUND"; MEET LOTS OF PEOPLE	7	7	7
STUDENT LEADERS (NO FURTHER INFORMATION)	4	4	4
PRETTIEST GIRLS ON CAMPUS; CAMPUS QUEENS; CHEER LEADERS, MAJORETTES	3	3	3
FACULTY MEMBERS; DEANS; UNIVERSITY PRESIDENTS	3	2	4
COUNSELORS OF FRATERNITIES; SORORITIES, DORMITORIES	2	1	3
MEDICAL STUDENTS; NURSES	1	2	-
EDITORS; REPORTERS ON STUDENT NEWSPAPERS	1	1	-
CAMPUS POLITICIANS; POLITICAL LEADERS	*	1	-
ALL OTHER	13	17	7
DON'T BELIEVE IN "FOLLOW THE LEADER" THEORY	2	2	3
DON'T KNOW OR NO ANSWER	44	37	52

*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752954

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college has a student population of: Over 8,000	4,000 to 8,000	1,000 to 4,000	500 to 1,000	Under 500
Number of respondents	2153 (100%)	754 (100%)	728 (100%)	519 (100%)	115 (100%)	37** (100%)
	%	%	%	%	%	%
FRATERNITY, SORORITY MEMBERS; PRESIDENTS, KEY MEMBERS	18	21	17	17	14	3
LEADERS OF STUDENT GROUPS (NON-SOCIAL); I.E., STUDENT COUNCIL, STUDENT GOVERNMENT, CLASS PRESIDENTS, CLUBS, ETC.	18	18	17	21	10	11
ATHLETES; STAR ATHLETES	11	12	9	14	3	3
STUDENT LEADERS (NO FURTHER INFORMATION)	8	8	9	8	3	11
EXTROVERT TYPES; PEOPLE THAT "GET AROUND"; MEET LOTS OF PEOPLE	7	8	6	8	8	14
FACULTY MEMBERS; DEANS; UNIVERSITY PRESIDENTS	7	8	6	6	3	5
POPULAR STUDENTS	4	4	3	3	5	19
COUNSELORS OF FRATERNITIES; SORORITIES, DORMITORIES	2	3	3	2	3	-
CAMPUS POLITICIANS; POLITICAL LEADERS	2	3	2	2	-	5
PRETTIEST GIRLS ON CAMPUS; CAMPUS QUEENS; CHEER LEADERS, MAJORETTES	2	3	1	3	1	3
MEDICAL STUDENTS; NURSES	1	2	1	1	-	3
EDITORS; REPORTERS ON STUDENT NEWSPAPERS	1	1	2	1	-	-
ALL OTHER	9	10	8	8	10	5
DON'T BELIEVE IN "FOLLOW THE LEADER" THEORY	11	8	13	13	13	22
DON'T KNOW OR NO ANSWER	30	26	34	28	43	22

**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752953

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents whose college is located in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2153 (100%)	178 (100%)	275 (100%)	557 (100%)	402 (100%)	216 (100%)	50** (100%)	120 (100%)	71** (100%)	284 (100%)
	%	%	%	%	%	%	%	%	%	%
FRATERNITY, SORORITY MEMBERS; PRESIDENTS, KEY MEMBERS	18	6	8	22	20	13	18	28	23	21
LEADERS OF STUDENT GROUPS (NON-SOCIAL); I.E., STUDENT COUNCIL, STUDENT GOVERNMENT, CLASS PRESIDENTS, CLUBS, ETC.	18	13	19	18	14	30	2	14	11	20
ATHLETES; STAR ATHLETES	11	6	9	10	11	16	14	10	11	13
STUDENT LEADERS (NO FURTHER INFORMATION)	8	2	7	11	6	4	22	3	11	10
EXTROVERT TYPES; PEOPLE THAT "GET AROUND"; MEET LOTS OF PEOPLE	7	4	7	9	9	8	14	8	1	3
FACULTY MEMBERS; DEANS; UNIVERSITY PRESIDENTS	7	1	5	10	6	2	8	8	10	7
POPULAR STUDENTS	4	1	3	6	4	1	12	5	4	4
COUNSELORS OF FRATERNITIES; SORORITIES, DORMITORIES	2	3	1	1	2	4	-	4	3	4
CAMPUS POLITICIANS; POLITICAL LEADERS	2	1	1	3	1	1	8	7	3	2
PRETTIEST GIRL ON CAMPUS; CAMPUS QUEENS; CHEER LEADERS, MAJORETTES	2	1	*	4	2	-	-	4	-	4
MEDICAL STUDENTS; NURSES	1	-	-	1	3	*	-	-	-	2
EDITORS; REPORTERS ON STUDENT NEWSPAPERS	1	2	3	1	-	1	4	-	-	*
ALL OTHER	9	10	14	8	11	5	8	9	6	5
DON'T BELIEVE IN "FOLLOW THE LEADER" THEORY	11	31	8	12	11	13	4	3	8	5
DON'T KNOW OR NO ANSWER	30	34	39	22	26	32	28	38	37	34

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752952

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

Asked of all cigarette smokers

Listed below are the verbatim answers of 37 respondents whose comments serve as interesting examples of the types of comments made:

Mentholated filter. New package such as Marlboro - a lot here smoke Marlboros, not for cigarette, but for box - other manufacturers might copy and keep the same price like Marlboro does.

Boxes could be used like Marlboros, or if when you bought a certain number of cigarettes you get a free cigarette box and put them in.

If they'd get a pack that would not crumple as easily - not a cardboard box - not so stiff - easier to open.

Crush-proof box that didn't poke you when you sat down.

If they would put them in cases instead of soft packages and some way of getting your last cigarette out without stamping your pack.

A different kind of package - might like the Marlboro package but I wouldn't want them to cut down on the size of the cigarette like Marlboro did in order to repackage them.

Philip Morris has done so much better with their bright new package - why don't all companies concentrate on the brighter package?

Make a pack containing half the cigarette filter and half non-filter. Many people like to change off and this way they need only carry one pack.

Make small packs with 10 cigarettes in each (also make regular pack). Girls don't always have a handy place to carry cigarettes; so smaller, the better.

A tiny cigarette - 3 or 4 puffs - lots of times you want one just before going into class, or walking out of a store and you don't light up a long one.

Put half the amount of cigarettes in a package and sell them for 1/2 price. Sometimes you don't have the full price.

Shorter filter, but provide the same length of cigarette.

Shorter than regular could be cheaper - fewer in package.

I'd like a tip that would not be a filter but would keep tobacco inside the cigarette and not let it get in my mouth.

Sometimes the filter changes the taste of the cigarette--I'd like a filter on Pall Malls just to keep tobacco out of mouth--I don't think filter does any other good.

Make them all filter tips.

(Continued)

1001752368

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

28b. What brands do you know of that have been passed out?

Asked of all cigarette smokers who said free cigarettes had been given out for students to try on their campus during the past year--63% of cigarette smokers

	Total asked this question	Analyzed by respondents whose college is located in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central and West South Central	Mountain	Pacific
Number of respondents	1354 (100%)	150 (100%)	192 (100%)	334 (100%)	220 (100%)	139 (100%)	132 (100%)	53** (100%)	134 (100%)
	%	%	%	%	%	%	%	%	%
WINSTON	54	67	64	54	50	58	44	38	46
CHESTERFIELD	41	33	54	35	47	42	38	45	34
LUCKY STRIKE	24	17	18	30	27	17	28	23	25
OLD GOLD	23	36	30	18	18	18	43	4	10
VICEROY	21	17	14	24	15	7	23	42	44
CAVALIER	18	29	11	21	15	22	5	15	20
PALL MALL	16	7	10	19	19	14	23	6	25
HERBERT TAREYTON	14	3	11	19	14	9	20	19	15
L & M	12	7	14	14	9	11	19	9	11
PHILIP MORRIS	10	19	6	16	4	1	11	11	11
CAMEL	7	6	3	5	5	16	10	19	9
MARLBORO	5	9	5	5	*	-	7	4	9
KENT	1	1	1	1	1	-	2	-	1
PARLIAMENT	1	3	-	-	*	-	-	-	1
OTHER	1	-	-	1	*	1	2	-	-
DON'T KNOW	4	1	4	3	5	9	2	2	4

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752960

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

SUMMARY TABLE
INTERVIEWS IN NEGRO COLLEGES

28b. What brands do you know of that have been passed out?

28c. Were you given (brand) to try?

28d. Now how about the person who was giving out the (brand given) --did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other?

Asked of all cigarette smokers who said free cigarettes had been given out for students to try on their campus during the past year--75% of Negro cigarette smokers

	Question 28b	Question 28c	Question 28d		
	Brands passed out	Respondent given cigarettes	Donor sold	No impression	Donor not sold (vol.)
Number of respondents	238 (100%)	238 (100%)	238 (100%)	238 (100%)	238 (100%)
	%	%	%	%	%
CAMEL	7	4	-	2	2
CAVALIER	25	23	3	12	8
CHESTERFIELD	15	14	4	7	2
HERBERT TAREYTON	19	17	4	8	5
KENT	3	2	-	2	*
KOOL	-	-	-	-	-
L & M	6	5	1	4	*
LUCKY STRIKE	23	20	6	11	3
MARLBORO	24	21	10	8	3
OLD GOLD	6	6	1	4	1
PALL MALL	24	22	7	12	3
PARLIAMENT	1	*	-	*	*
PHILIP MORRIS	52	46	21	18	7
VICEROY	3	3	*	2	1
VOGUE	-	-	-	-	-
WINSTON	62	58	20	27	10
OTHER	*	-			
DON'T KNOW	2	-			

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

Asked of all cigarette smokers

Interesting comments - Continued

Some way so you won't get the wrong end in your mouth.

Put cigarettes in package so you don't handle the mouth end when taking it out of package.

Wish something could be done to keep my finger tips and teeth from becoming stained.

Put in a candy or coffee flavor.

Change from tobacco to something else like wheat straw for the cigarette. Do it gradually and the health hazard in tobacco will be taken care of.

Put chlorophyll filter in it to sweeten breath and not leave a bad taste in your mouth.

A tinge of Scotch in the filter would help.

Longer cigarette to give the emperor look.

Bring in pastel shades - have different flavors like pipe tobacco has - aromatic cigarettes.

Like white tip on filter, not brown.

Find out if cigarettes cause cancer and if they do, prohibit them by law. If they don't cause cancer quit playing on people's fear by saying one filter is better than another.

If they could make them so that while you were just holding one in your mouth it wouldn't smoke so much.

Make them less habit forming.

Plastic ring to insert cigarette when not being smoked - prevent burning holes in clothing, nicotine on finger tips.

1001752969

Make them self-lighting!

Something on the box that would be a temporary substitute for an ash tray - so many times you have no place to put ashes - add a little compartment to pull out.

Perhaps if a pack with matches attached - never seem to have enough matches.

If you knew exactly how they are made - pictures showing cleanliness in the process of making them.

Have manufacturers use only the leaf and not the stem of tobacco.

Take out the "branches," that is, the long stems I sometimes find in tobacco.

Take stale ones out of vending machines.

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

Asked of all cigarette smokers--
53% of Negro sample

	Total cigarette smokers
Number of respondents	319 (100%)
	%
LOWER THE PRICE	6
PACK TIGHTER; BETTER, MORE FIRMLY PACKED	4
MAKE THEM LESS HARMFUL TO ONE'S HEALTH	4
PACK TIGHTER TO KEEP TOBACCO OUT OF MOUTH	3
IMPROVE PACKAGE; USE HARD, CRUSH PROOF BOX--LIKE MARLBOROS	2
MAKE CIGARETTES MILDER	2
OTHER SPECIFIC TASTE SUGGESTIONS	2
USE COLORED PAPER; TOBACCO	1
KEEP CIGARETTES FROM DRYING, GETTING STALE	1
MAKE CIGARETTES LONGER	1
IMPROVE THE TASTE OF FILTERS; STRONGER TASTE	1
USE BETTER GRADE OF TOBACCO; CUT TOBACCO MORE EVENLY; BE CAREFUL ABOUT WHAT SLIPS INTO THE TOBACCO	1
LOWER THE TAX	1
IMPROVE COLOR, DESIGN OF PACKAGES	*
MAKE CIGARETTES STRONGER	*
IMPROVE PAPER TO PREVENT IRRITATION	*
ALL OTHER	6
NO, DON'T KNOW OR NO ANSWER	67

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001752967

Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

Asked of all cigarette smokers--
47% of total sample

	Total cigarette smokers	Analyzed by respondents who now smoke: Regular size cigarettes	King size cigarettes	Filter-tip cigarettes
Number of respondents	2153 (100%)	658 (100%)	624 (100%)	849 (100%)
	%	%	%	%
PACK TIGHTER; BETTER, MORE FIRMLY PACKED	10	10	14	6
IMPROVE PACKAGE; USE HARD, CRUSH-PROOF BOX--LIKE MARLBOROS	8	7	9	7
LOWER THE PRICE	6	5	7	7
MAKE THEM LESS HARMFUL TO ONE'S HEALTH	3	2	3	4
IMPROVE THE TASTE OF FILTERS; STRONGER TASTE	3	1	7	1
LESS ADVERTISING	3	3	2	3
USE BETTER GRADE OF TOBACCO; CUT TOBACCO MORE EVENLY; BE CAREFUL ABOUT WHAT SLIPS INTO THE TOBACCO	2	2	2	2
PACK TIGHTER TO KEEP TOBACCO OUT OF MOUTH	2	2	3	*
OTHER SPECIFIC TASTE SUGGESTIONS	1	2	2	1
MAKE CIGARETTES MILDER	1	1	1	1
IMPROVE COLOR, DESIGN OF PACKAGES	1	1	2	1
MAKE CIGARETTES LONGER	1	2	1	*
USE COLORED PAPER; TOBACCO	1	1	1	1
ADD TIP TO NON-FILTERS TO KEEP TOBACCO OUT OF MOUTH	1	*	1	*
LOWER THE TAX	1	*	1	1
MORE AROMATIC BLENDS	*	1	*	*
USE PAPER THAT WON'T STICK TO LIPS	*	1	*	-
IMPROVE PAPER TO PREVENT IRRITATION	*	*	*	*
KEEP CIGARETTES FROM DRYING, GETTING STALE	*	*	1	-
PACK TIGHTER AROUND BASE OF FILTER	*	*	-	1
USE BETTER TOBACCO IN FILTER TIPS	*	1	-	-
MAKE CIGARETTES STRONGER	*	*	-	*
ALL OTHER	6	4	8	6
NO, DON'T KNOW OR NO ANSWER	59	62	49	64

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

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Source: https://www.industrydocuments.ucsf.edu/docs/ftgk0000

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Source: http://www.industrydocuments.ucsf.edu/docs/ftgk0000